

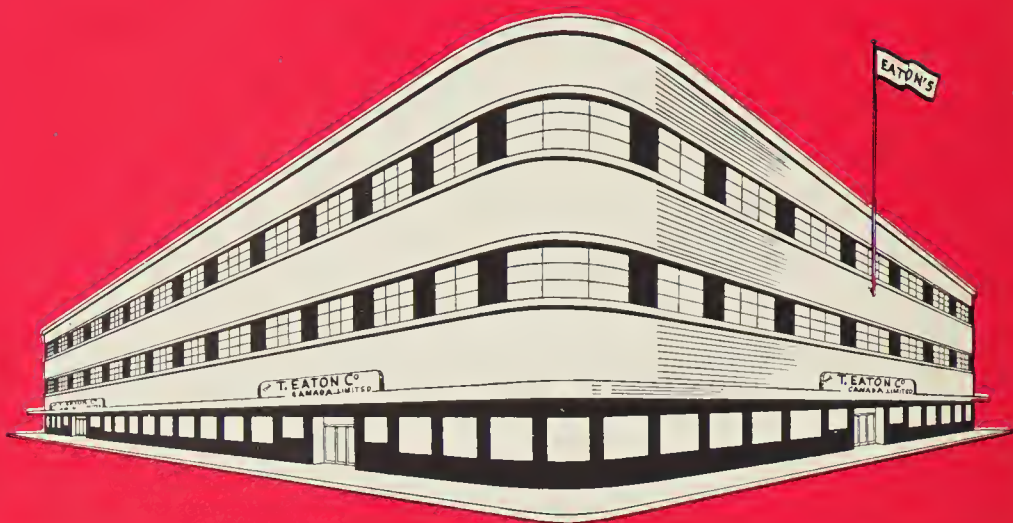


Edmonton

Visitors' Guide

WELCOME TO CANADA'S OIL CENTRE

EATON'S



Canada's Largest Retail Organization!
From Coast to Coast!

EATON'S in Edmonton

You'll find plenty of parking space—Two lots—one for women shoppers only.

In the main store there are four floors to serve you
Note the fine . . .

- *English China*
- *Trapper Point Blankets*
- *Irish Linens*
- *English Woollens*

Post Office ● Rest Rooms ● Beauty Salon
Coffee Corner

THE EATON GUARANTEE . . .

"GOODS SATISFACTORY OR MONEY REFUNDED," SINCE 1869

THE T. EATON CO.
CANADA LIMITED

WHILE IN EDMONTON, STOP AT EDMONTON TIRE FOR A
COMPLETE FRONT - END CHECK



Fast Service

**WHEEL ALIGNMENT
 AND TIRE BALANCING . . .**

We are experts in the detection and correction of defective steering, shimmy, wander and excessive tire wear. Don't allow difficult handling and passenger discomfort to spoil your holiday.



- Tire repairing and retreading
- Wheel aligning and balancing
- Replacement wheels and rims
- Complete wheel service
- Headlamp testing and repairing

GOOD YEAR

TIRES and "FACTORY FRESH" BATTERIES

THE MOST MODERN SHOP IN WESTERN CANADA

EDMONTON TIRE CO. LTD.

PHONE 42101 • 10263 - 102nd STREET, EDMONTON

Edmonton Visitors' Guide

Published by

THE HAMLY PRESS LTD.

Edmonton, Alberta, Canada.

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Jasper Avenue, Edmonton's Main Thoroughfare

Welcome to Edmonton

The city gates are open wide! The people of Edmonton are glad to see you and a warm and friendly welcome awaits you here. We are proud of our city and we want you to like it, too.

For that reason, this booklet has been prepared especially for you. It was compiled with the express purpose of guiding you about the city and helping you to get acquainted with Edmonton and its people. We sincerely hope that you will find it interesting and helpful. We have included a large number of fine photographs to make it a valuable souvenir of your holiday in Edmonton.

We of Edmonton firmly believe that this city is not only a grand place to visit, but also a wonderful place to live. We know that you will want to return some day. We hope that you will want to stay.

In this little booklet we present you with the key to the city. May you enjoy every minute of your visit and, when you leave, may you take with you many pleasant memories to store in your holiday treasure-trove.

THE HAMLY PRESS LTD.

Publisher



Natural Gas

the MIRACLE FUEL

Cheap power and heat for efficient, economical production in Edmonton industries . . . a big drawing card for new industrial concerns.



Clean rapid, low-cost heat for Edmonton homes . . . unexcelled for cooking.



In Edmonton, people live better . . . industry operates more efficiently . . . thanks to natural gas.

NORTHWESTERN UTILITIES, LTD.

The Edmonton Chamber of Commerce

**bids you welcome to Edmonton, the Gateway to the North—
a friendly city of the wholesome West.**

Whether you have come among us by air, by railroad or by highway, we would like to make your stay in our midst an enjoyable one—one which, upon returning home, will long remain in your memory as a most refreshing visit.

We would like you to feel, while you are here, that the Chamber of Commerce office is your headquarters, should you so desire, where a courteous and efficient staff is ready to serve you.

For over 60 years the Chamber of Commerce has served the business and community interests in this city, and has given leadership to many of the developments now considered among Edmonton's advantages. By means of its various Committees, the Chamber is keeping in close and constant touch with civic legislation, highway development, tourist traffic, aviation, taxation and agriculture, to mention but a few of its various activities.

In addition to the facilities provided by the Chamber office, the Edmonton Tourist Information and Accommodation Bureau, jointly operated by the City of Edmonton and the Chamber, located in the Provincial Building in down-town Edmonton, stands ready and willing to assist you with tourist information, and, if required, can secure accommodation in private homes of the city whose doors have been opened for the purpose of providing accommodation to Edmonton's visitors.



THE EDMONTON CHAMBER OF COMMERCE

Chamber of Commerce, Telephone 25118

Accommodation Bureau Telephone, 29614

Edmonton



A BRIEF HISTORICAL BACKGROUND

THERE is more than 150 years of colorful history behind the City of Edmonton. For over a century and a half men with vision and imagination, men who made things happen, have played their parts in the dramatic shaping of the city's destiny.

The present City of Edmonton had its first beginnings in the fierce struggle between two great rival trading companies, the North West Company and the Hudson's Bay Company, for the rich fur trade of the great North West. For the sake of mutual protection from the warlike Indians, and for mutual surveillance, the two companies built their lonely western posts, Fort Augustus and Fort Edmonton, side by side on the banks of the Saskatchewan River. The post founded in 1795 by the Hudson's Bay Company was the first Fort Edmonton. About 1807 both forts were destroyed by Indians, and two new posts were later established farther up the river, just below the present site of the Parliament Buildings. Both forts were abandoned about three years later, and not re-occupied until about 1819. The two companies united in 1821, and under the firm guidance of the fiery Chief Factor James Rowand, the little community began to build its reputation for warm hospitality and friendly commerce.

When in 1871 Rev. George McDougall erected the first building outside the fort's stockade, and several families took up land along the river, the village of Edmonton was founded.

The lonely little outpost led a precarious existence for many years, though it was the only stopping-off place, the centre and gathering point for the westbound march of civilization. The Saskatchewan river was the only highway across the plains until the coming of steel in 1891, and up its sluggish waters came freight-laden little boats bringing many distinguished and colorful visitors—missionaries, artists, traders, botanists and adventurers. Following its course came the old Red River carts, bringing the first settlers to the prairies.

But the village was as yet an isolated settlement and the wintering of the Royal North West Mounted Police there in 1874 was a welcome contact with the outside world.

In 1879 a telegraph line was at last established between Winnipeg and Edmonton. However, the future of the little settlement was still uncertain when, in 1880, Frank Oliver, who had arrived about 1875, founded the first newspaper, the "Edmonton Bulletin." This man had an abounding faith in the great possibilities of the young settlement, and for many years it was he, with his newspaper, and in his official capacities as a member of the North West Territorial Council, member of the Dominion Parliament and Minister of the Crown, who led the town of Edmonton through those years when it was battling for its very life. To the Honourable Frank Oliver the present city of Edmonton owes

more than to any other one man who influenced its growth to maturity.

It is only a little over 75 years since the first small settlement was established outside the palisade gates of the old fort. But many things have happened in that time and many sudden and unpredictable events have had an important bearing on the virile growth of the city. The North West Rebellion brought tragedy and a new determination and importance to the little town. During the Klondike Gold Strike of '98 Edmonton was starting point of the overland route to the north, and the population was accordingly swelled by this new turn of events. In 1904 the thriving community became a city and two years later was made the capital of the newly formed province of Alberta. Through these years the City of Strathcona had also been growing up on the other side of the river, and in 1912 these two cities became one, the old city of Strathcona now being known as South Edmonton. The two cities were joined by a huge traffic bridge and with the coming of the railways linking Edmonton with the east, the west and the great Mackenzie River valley of the north, the industrial future of Edmonton was assured.

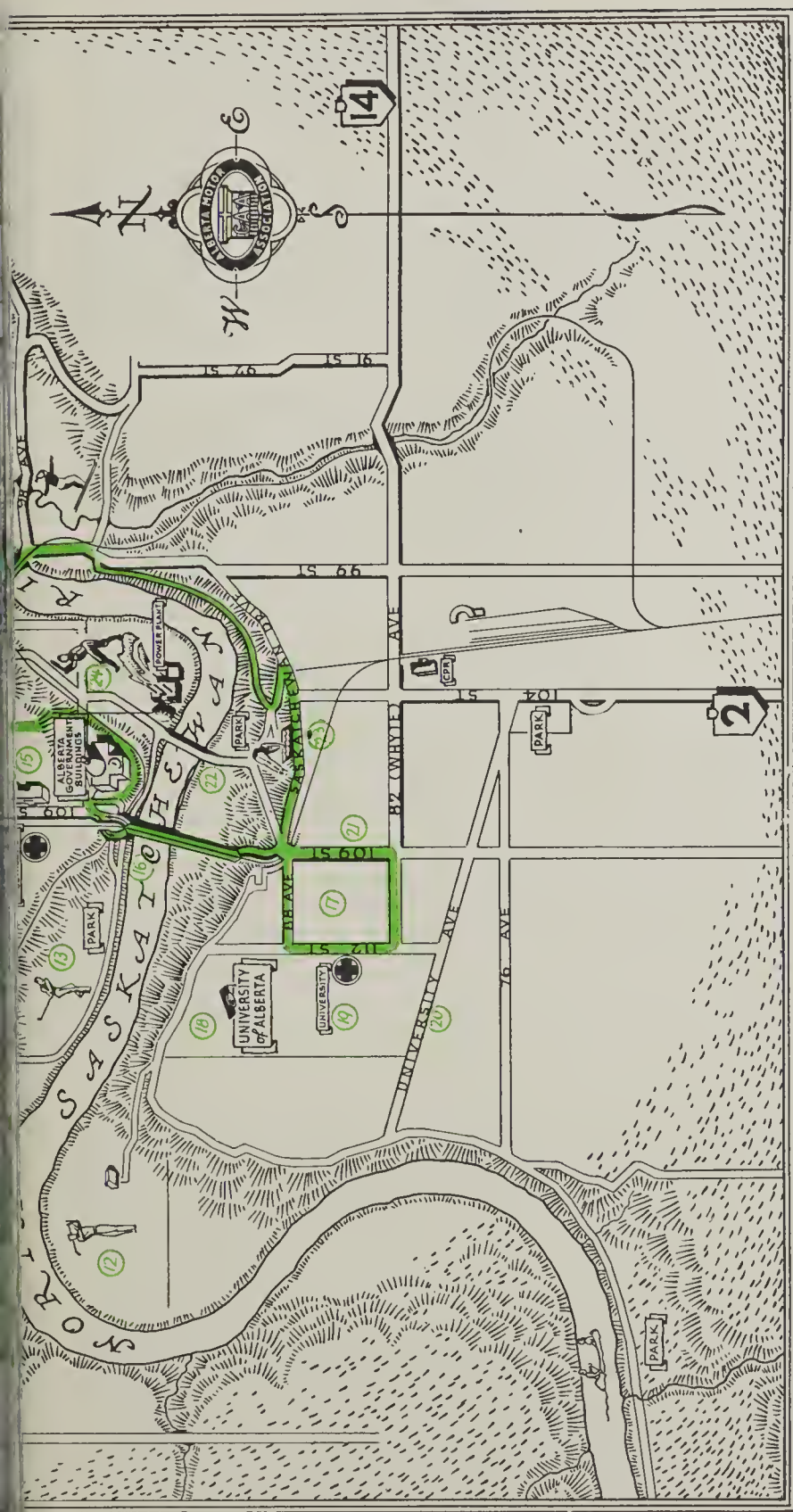
Today the solitary little outpost of the Great North West Territories has become a great sprawling metropolis, gateway to the vast north country and crossroads of the world.

Aerial View of the Parliament Building, Saskatchewan River and High Level Bridge, Edmonton.



the City of EDMONTON
CAPITAL OF THE PROVINCE OF ALBERTA





- 1 Chamber of Commerce
- 2 Alberta Motor Assoc. Office
- 3 Highlands Apartments
- 4 Highlands Golf Course
- 5 Concordia College
- 6 Borden Park and Zoo
- 7 Edmonton Exhibition Grounds

- 8 Transportation System Terminal
- 9 Royal Alexandra Hospital
- 10 Municipal Airport
- 11 Glenora Residential Area
- 12 Mayfair Golf Course
- 13 Municipal Golf Course

FOLLOW THIS SIGN FOR
A COMPLETE SCENIC

CITY TOUR

- 14 General Hospital
- 15 Parliament Buildings
- 16 High Level Bridge
- 17 Garnet Residential Area
- 18 University of Alberta
- 19 University Hospital

- 20 University High School
- 21 Metropolitan Church
- 22 Queen Elizabeth Park
- 23 Municipal Swimming Pool
- 24 City Power Plant
- 25 Macdonald Hotel

MAP COURTESY OF ALBERTA MOTOR ASSOCIATION

Edmonton today



WHAT a contrast is the big, modern city of Edmonton of today to that wilderness trading post of long ago! Only 53 years ago prospectors, outfitting here for the rush to the Klondike, found a sprawling little pioneer town just beginning to grow. Today the tourist finds a busy, bustling metropolis, a city of great modern buildings, wide paved streets and fine homes.

There is a strong flavor of enthusiasm, of interest and excitement—of things happening, big things, in this Edmonton. People are busy. Much is being accomplished. There is something akin to urgency in the fast pace of industrial growth of the city. No staid and settled old town, this, but a young, strong, thriving city, standing on tiptoe to glimpse the future—impatient to achieve the inevitable greatness that is daily forecast by new events and new expansion.

Focal point of a rich farming, lumbering and mining area, situated at the threshold of the great Peace River country and the vast north, Edmonton, railhead of the province, is the natural distribution centre for the riches of land and mine, forest and stream. The development of the great new oilfields in this area has been the major impetus behind a startling program of mushrooming expansion in the past five years. Inexhaustible supplies of natural gas and coal make available the necessary power for all kinds of industrial projects. These tremendous reserves, the city's strategic position, and the great promise of the oil industry have brought hundreds of new industries and new enterprises to the city, for Edmonton is the natural location for the establishment of new industry in the west. Complete information regarding industrial opportunities, markets and costs of operation may be obtained from the Edmonton Industrial Development Board.

One of the important wholesale and jobbing centres of the continent, Edmonton also does a tremendous retail mercantile business, for the city is the main shopping centre for northern and central Alberta. In the business section of the town are left only a few of the original buildings of "Old Edmonton", and high above them proudly tower the many storeys of tall office buildings and sleek, modern department stores. All down Jasper Avenue gleam acres of display windows, and hundreds of flashing neon signs and dignified gold-leaf lettering proclaim every kind of merchandise and business service imaginable. Edmonton has become a great commercial and financial centre.

There is beauty, too, in the residential districts of the city, where many fine modern homes with landscaped grounds command magnificent views of the sweeping river valley.

Edmonton is unique in its public ownership of its telephone and transportation systems, as well as light, water and power plants. Other public services, such as the city gas supply and the milk supply are operated by private concerns.

There are, in the city, seven large, modern hospitals, well equipped and well staffed, eighty-six schools, including Commercial and Technical High Schools, and the provincial University, which enjoys an enviable reputation in educational circles, is located here. Two excellent libraries, and the Edmonton Museum of Arts are open to the public every day.

There are many active groups in the city interested in art, music and drama, and much fine work is produced each season by these people. Interest in outdoor recreation is also keen, and the city's athletic parks, golf courses, tennis courts, bowling greens, swimming pools and skating rinks are always in constant use. Several large motion picture theatres, dancing spots and night clubs cater to the city's night life.

And what of the people of the city—this meeting-place of a hundred races? They are a friendly, energetic people—a busy people who work hard and play hard, but always have time for the friendly word that welcomes the stranger to their gates. Brisk, lively, alert, typically western in their broad outlook, their breezy manner, and their cordial hospitality, the people of Edmonton look into the future with confidence. They have great faith in their city and they are fully aware of the tremendous proportions the present expansion may reach.

Edmonton bids you welcome!

INTERESTING FACTS ABOUT EDMONTON

Altitude	2,182 feet	Number of business places	5,065
Area	42.6 square miles	School enrolment	27,981
Parks and playgrounds area	2,146 acres	Bank clearings, 1952	\$1,620,472,361
Airport area	750 acres	Retail sales, 1952	\$250,000,000
Population..	186,000 (estimated)	Value of building permits issued in 1952	\$37,066,525
Number of dwelling units	48,295		

A FEW EDMONTON SHOPPING CENTRES

Campbell's Furniture Ltd.
T. Eaton Co. Canada, Limited
Holt Renfrew
Woodward's
Army & Navy, South Side





IT IS in the shopping and business district of a city that you "get the feel" of the place—where you get your finger on its pulse, and discover its essential character. The visitor to Edmonton finds that the shopping centre here reflects a brisk, wide-awake personality, an optimistic, forward-looking point of view. The stores are busy; the merchandise is up-to-the-minute, and of top quality; displays show enthusiasm and "savoir-faire." The whole tempo of the city is quick, confident and decisive.

Three large, modern departmental stores serve the needs of Edmonton and the surrounding district. C. Woodward Limited, housed in a big six-storey building, does a tremendous business in the city. Familiar names in Canadian business are the T. Eaton Co. and the Hudson's Bay Company, both of which operate attractive, modern stores here. There are two Army and Navy Stores in Edmonton, and, besides several smaller department stores, there is a well known locally-owned concern, Johnstone Walker Limited.

One of the largest of the city's many fine specialty shops is Holt, Renfrew & Co. Ltd., furriers', ladies' and men's wear. In addition to a large number of hat shops, men's shops, haberdashers and shoe stores are several excellent furniture and hardware stores, among them Sprague Furniture, Campbell's Furniture Ltd. and the pioneer store, J. A. Werner Hardware Co. Ltd. Clothing and furnitures stores are interspersed with progressive pharmacies, like Smith's Drug, bright groceterias, many appliance shops, and retail and manufacturing furriers such as Perfect Furriers on Jasper Avenue. Always popular with visitors to the city are Edmonton's gift and souvenir shops—the well known Irish Linen Shop, Reed's China and Gift Shop and McBain's Camera Shop.

You will enjoy a shopping tour in Edmonton, for the merchandise is comparable to any on the continent, fashions come straight from the drawing boards of the world's famous fashion centres, the stores are bright and attractive, and the friendly, courteous sales-people are anxious to make your shopping trip pleasant and successful.



Have a Happy Holiday!

TAYLOR & PEARSON LTD.

EDMONTON ● LLOYDMINSTER ● GRANDE PRAIRIE ● DAWSON CREEK ● ST. PAUL
SOUTH EDMONTON

TAYLOR, PEARSON & CARSON LTD.

CALGARY ● MEDICINE HAT ● RED DEER

H. R. CARSON LIMITED

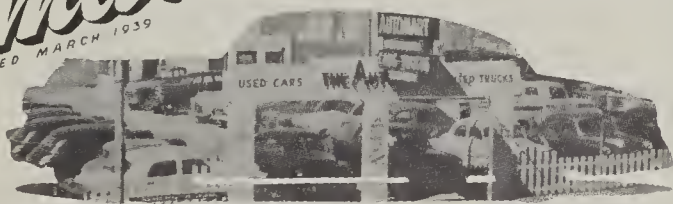
LETHBRIDGE, ALBERTA ● CRANBROOK, B.C.



Tourist Courts

Acre Auto Court	No. 16 Highway, East
Alaskan Auto Court	10830 Kingsway
Ambassador Lodge	8525 - 109th Street, No. 2 Highway, South
Capital Auto Court	6622 - 104th Street, No. 2 Highway, South
Clock Auto Court	156th Street on No. 16 Highway, West
Dunn's Motel	No. 16 Highway, East
Edmonton Auto Court	71st Avenue and 104th Street, No. 2 Highway, South
El Paso Motel	10321 - 53rd Avenue
Forest Heights Auto Court	8111 - 101st Avenue, No. 16 Highway, East
Gateway Motel	10412 - 63rd Avenue, No. 2 Highway, South
Kingsway Cabins	11311 Kingsway
Linda Auto Court	140th Street on No. 16 Highway, West
North Star Auto Court	between 107th and 108th Streets on Kingsway
Pan American Motel	106th Street on Kingsway
Sky Line Trailer Camp	109th Street on Kingsway
South Bend Motel	No. 2 Highway, South
Stone's Motel	Jasper Highway, No. 16 Highway, West
Twin Birch Auto Court	No. 16 Highway, West
West End Cabins	15416, No. 16 Highway, West
West Haven	16349, No. 16 Highway, West

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ESTABLISHED MARCH 1939



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IN USED CARS AND TRUCKS

PHONES:

2 2 5 5 8

2 7 6 4 8

10830 JASPER AVENUE

EDMONTON



One of the Fine Hotels of the West

Our Welcome to the Tourist . . .

True western hospitality . . . smart, modern appointments . . . excellent service . . . the utmost in comfort.

Our air-conditioned Dining Room and Coffee Shop are cool and comfortable, and the high quality of the food and service is always the same.

The King Edward Hotel

10180 - 101st Street, Edmonton, Alberta



Hotels

Macdonald Hotel , 100th Street	Phone 28181
Corona Hotel , 10625-37 Jasper Avenue	Phone 27106
King Edward Hotel , 10180 - 101st Street	Phone 24161
Airlines Hotel , Municipal Airport	Phone 84867
Selkirk Hotel , 101st Street and Jasper Avenue	Phone 24111
Royal George Hotel , 10229 - 101st Street	Phone 27101
Yale Hotel , 10013 Jasper Avenue	Phone 25158
Gateway Hotel , 10038 - 106th Street	Phone 29441
Guest Hotel , 10141 - 105th Street	Phone 27718
Grand Hotel , 10266 - 103rd Street	Phone 24196
Lincoln Hotel , 10266 - 102nd Street	Phone 23354
Cecil Hotel , 104th Street and Jasper Avenue	Phone 21131
York Hotel , 10141 - 96th Street	Phone 25263
Shamrock Hotel , 11810 Jasper Avenue	Phone 84815
Jasper Hotel , Jasper Place	Phone 81466
Sun Valley Apartments , 11530 - 100th Avenue	Phone 84025

(See Hotel Listing in Classified Section of Phone Book)

Visitors

TO EDMONTON

STAY AT

SUN VALLEY Apartments

PHONE 84025 11530 - 100th AVENUE



ONE BLOCK SOUTH OF JASPER AVENUE AT 116th STREET

Temporary or permanent accommodation in fully furnished
apartments with private baths.

View of the Beautiful River Valley ● Good Beds, Dishes, Refrigeration



Opportunities **in EDMONTON!**

Prize locations for business and industry in a city where things are happening—fast!

- Choice Industrial Sites
- Excellent Commercial Properties
- Hundreds of Homes and Top Revenue Properties
- Central Alberta's Finest Farmlands

FOR THE BEST LOCATIONS IN EDMONTON
AND DISTRICT, SEE

CAMPBELL & HALIBURTON

(EDMONTON) LTD.

REAL ESTATE

PHONE 28166 - PHONE 391023

10029 Jasper - Avenue and 10518 - 82nd Avenue



HOTEL DINING ROOMS



Dining

Macdonald Hotel Dining Room	100th Street
Corona Hotel Dining Room	10625 Jasper Avenue
King Edward Hotel Dining Room	10180 - 101st Street

RESTAURANTS, COFFEE SHOPS AND LUNCH COUNTERS

Seven Seas, Chinese Cuisine	10525 Jasper Avenue
The Purple Lantern, Chinese Cuisine	10049 - 101A Avenue
Macdonald Hotel Coffee Shop	100th Street
King Edward Coffee Shop	10180 - 101st Street
Mandarin Gardens, Chinese Cuisine	9928 Jasper Avenue
Lotus Gardens	9974 Jasper Avenue
Shasta Cafe	10009 Jasper Avenue
Royal George Restaurant	Royal George Hotel
Johnson's Cafe	Jasper Avenue and 101st Street
The Golden Spike	10251 Jasper Avenue
Woodward's Coffee Shop	101st Street and 102nd Avenue
Hudson's Bay Co. Lunch Counter	102nd Street and Jasper Ave.
T. Eaton Co. Coffee Shop	10220 - 101st Street
Picardy's	10122 Jasper Avenue
Frankie's Cafe	104th Street at 74th Avenue
Garneau Coffee Shop	8710 - 109th Street

Welcome Visitors !

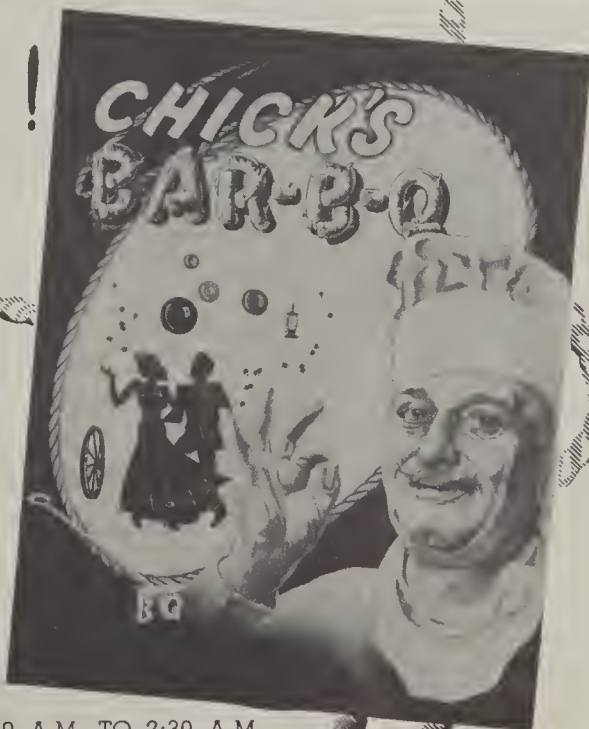
TO EDMONTON'S
MOST FAMOUS DINING SPOT
¾-MILE SOUTH ON CALGARY (No. 2) HIGHWAY

- *Southern*
FRIED CHICKEN
- *Charcoal*
BROILED STEAK
- *Barbecued*
SPARERIBS
- *Italian*
SPAGHETTI

Dancing!

SERVING DELICIOUS MEALS FROM 11:30 A.M. TO 2:30 A.M.
EVERY DAY EXCEPT MONDAY

DELICIOUS SUNDAY DINNERS



Buick-Pontiac drivers

If you are travelling on the No. 2 highway, south, make a point of having your car checked . . . at a handy place to stop.

Maurice Carter Motors Ltd.

82nd Avenue at 106th Street

• Phone 390081



OFFICE PHONES

44003 • 41404

NIGHT PHONES

781569 • 42827

WELCOME TO NEW CITIZENS

We join the City of Edmonton in its hearty welcome to all who plan to make Edmonton their home. This rapidly expanding city is the ideal place for establishing new business and industry . . . and a wonderful place to live!

SEE US FOR

BUSINESS OPPORTUNITIES • COMMERCIAL PROPERTIES
DESIRABLE HOME PROPERTIES



ALBA

Real Estate Ltd.

"Good health and fortune will be your lot
with an Albatross as your mascot"

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EDMONTON, ALBERTA



Garages

SERVICE STATIONS, TIRE SALES AND REPAIR SHOPS

Burrows Motors Ltd. (Dodge and De Soto), 24-hour towing, 10126 - 106th St.	Phone 29214
Dominion Motors (Ford-Monarch), 107th St. and Jasper Ave.	Phone 29421
Edmonton Motors (Cadillac, Chevrolet and Oldsmobile), 115th St. and Jasper Ave.	Phone 25131
Edmonton Tire Co. Ltd. , 10263 - 102nd St.	Phone 42101
Hood Motors , 82nd Ave. at 107th St.	Phone 390071
Jenner Motors Ltd. (Buick-Pontiac), 10040 - 104th St.	Phone 29391
Loveseth Service Station , 106th St. and Jasper Ave.	Phone 25113
Miller Motor Co. Ltd. (Packard), 10019 - 104th St.	Phone 26291
Maurice Carter Motors Ltd. , 82nd Ave. and 106th St.	Phone 390081
McCoy Bros. Spring Service , 101st St. and 109A Ave.	Phone 23118
Ross Motors (Edmonton) Ltd. (Plymouth-Chrysler), Cor. 109th St. and 100th Ave.	Phone 25188
Strathcona Service Station , 105th St. and 82nd Ave.	Phone 34372
Waterloo Motors Ltd. (Mercury, Lincoln, Meteor), Jasper Ave. at 107th St.	Phone 42171

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GENERAL AND GOODYEAR

- ✓ EXCELLENT SERVICE DEPARTMENT
AND BODY SHOP
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(EDMONTON) LTD.



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109 STREET
AT
100 AVENUE



GREENE & MILLAR, IN THE TEGLER BUILDING

Service and Protection

for EDMONTON BUSINESS . . .

Each year there are more and more new business and industrial enterprises established in Edmonton. And each year **GREENE & MILLAR** provides reliable service and sound insurance protection for the many new businesses of this swiftly expanding city.

GREENE & MILLAR

REAL ESTATE ● RENTALS ● INSURANCE

AUTOMOBILE INSURANCE

200 TEGLER BUILDING, EDMONTON, ALBERTA

DOWNTOWN



Theatres

Capitol	10065 Jasper Avenue
Rialto	10134 - 101st Street
Strand	10211 Jasper Avenue
Empress	10125 Jasper Avenue
Gem	Jasper Avenue, East of 97th Street
Dreamland	Jasper Avenue at 97th Street
Paramount	between 102nd and 103rd Streets, Jasper Avenue

SOUTH SIDE AND NEIGHBORHOOD THEATRES

Garneau	87th Avenue and 109th Street
Varscona	10907 82nd Avenue
Princess	Whyte Avenue between 103rd and 104th Street
Roxy	10708 - 124th Street
Avenue	Corner 91st Street and 118th Avenue
Starlite Drive-in	South of Stony Plain Rd. on 156th Street
Tivoli	149th Street and Stony Plain Road
South Side Drive-in	10901 - 51st Avenue
Annex	6420 - 118th Avenue



THE *Irish Linen Store*

THE PERFECT SOUVENIR . . .

The Finest

Pure Irish Linen

We have a wonderful selection of linens from
dainty handkerchiefs to exquisite banquet sets.
Full Range of Petit Point Kits and Supplies

10438 Jasper Avenue ● Edmonton, Alberta

A PLEASANT PLACE TO SHOP AND SAVE MONEY

WHEN YOU'RE IN EDMONTON . . . STAY AT THE MACDONALD HOTEL

Enjoy the traditional hospitality of Canadian National Hotels. In the comfortable, spacious surroundings of The Macdonald, you can relax, western style. The new wing, with 300 rooms, all designed with the finest appointments, is now open. In addition there is a new banquet room, new ballroom, new cafeteria and, of course, excellent facilities for conventions. The Macdonald is in step with the fast-growing Northwest!

FOR INFORMATION AND RESERVATIONS WRITE DIRECT TO THE HOTEL.
H. W. ASLIN, RESIDENT MANAGER.





Dancing

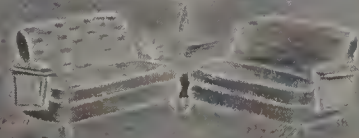
Trocadero Ballroom, supper dancing.....10139 - 103rd Street

Rainbow Ballroom.....108th Street and Whyte Avenue

Chick's Bar-B-Q, dining and dancing..... South of Edmonton on
Highway No. 2

Embassy Club.....118th Avenue at 48th Street

Club Mocombo.....No. 2 Highway, North



SETTING UP HOME IN EDMONTON ?

Then let us help you with your furniture requirements.
You'll find our selection complete and varied—our prices
most economical. Before you buy visit . . .

Campbell's
furniture
Ltd.

PERSONALIZED SERVICE AT NO EXTRA COST

LOCATED AT 10135 - 100A STREET

One Block West of the Post Office



Beautiful
Edmonton Homes
ARE DECORATED BY SPRAGUE . . .

We are proud indeed of the distinctive interiors and pleasant, comfort-loving rooms that have been created in Edmonton homes through the use of our lovely modern furnishings, draperies, floor coverings and accessories.

Ask for the advice of our home decorators . . . their knowledge and experience will be of real assistance to you.

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**FURNITURE
LIMITED**

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Cleaners

Laundomat Ltd., Personal Laundry Service,	
10013 Jasper Avenue	Phone 20371
Washomat Self-Service Laundry Ltd.,	
9347 - 118th Avenue	Phone 74855
New Method Laundry and Dry Cleaners,	
11060 Jasper Avenue	Phone 26114
Snowflake Laundry and Dry Cleaners,	
9814 - 104th Avenue	Phone 25185
Capitol Cleaners and Laundry Ltd.,	
9686 - 99th Street	Phone 24888
International Dyers and Cleaners Ltd.,	
10666 - 97th Street	Phone 22565
Trudeau's Cleaning and Dye Works Ltd.,	
10050 - 103rd Street	Phone 23431
Brown Cleaners and Dyers,	
10017 - 109th Street	Phone 24128
Expert Dyers and Cleaners Ltd.,	
10056 - 105th Street	Phone 25252
Page The Cleaner,	
9338 - 118th Avenue	Phone 25138
Dollar Cleaners,	
9352 - 106A Avenue	Phone 23513

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 Commercial Refrigeration
 Equipment



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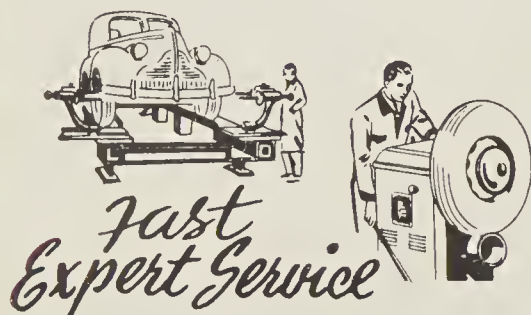
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Black and White Taxi, 9803 Jasper Avenue.....	Phone 28338
Checker Taxi, Memorial Walk.....	Phone 21222
Fleet Line Taxi, 9961 - 82nd Avenue.....	Phone 31466
Grey Line Taxi, 9922 Jasper Avenue.....	Phone 27222
Jack's Taxi, 10044 - 101st Street.....	Phone 22111
Red Line Cabs, 11538 Jasper Avenue.....	Phone 82121
South Side Taxi, 10421 - 82nd Avenue.....	Phone 34753
Veteran Taxi Co. Ltd., 10748 Jasper Avenue.....	Phone 29456
West End Taxi.....	Phone 84817
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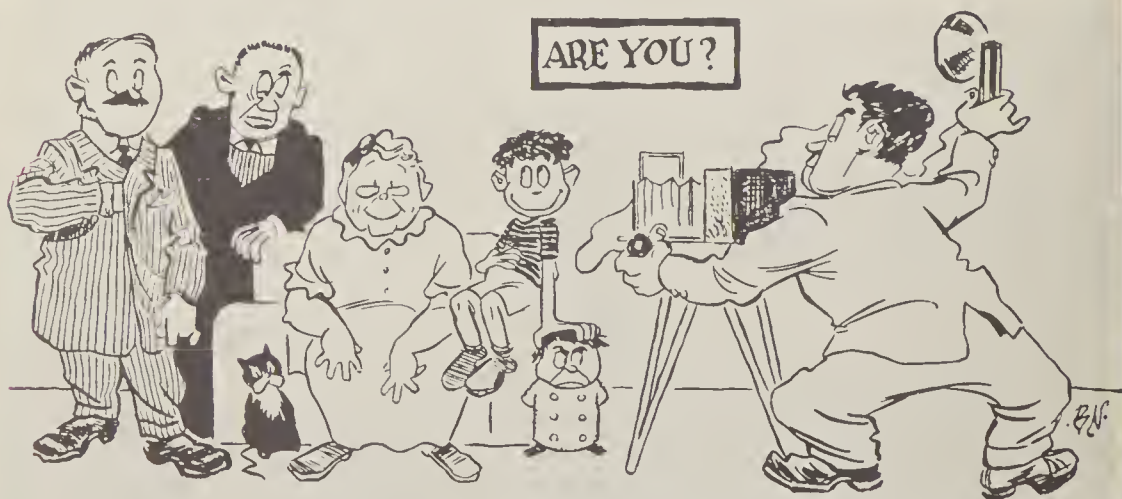
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Service Clubs

WHEN AND WHERE THE SERVICE CLUBS MEET

Cosmopolitan Club—

Meets at Corona Hotel, every Tuesday, 12:15 p.m.

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Kinsmen Club—

Meets at Macdonald Hotel, every other Friday, 6:30 p.m.

Kiwanis Club—Meets at Macdonald Hotel, every Monday, 12:15 p.m.

Lions Club—Meets at Macdonald Hotel, every Thursday, 12:15 p.m.

Optimist Club—

Meets at Macdonald Hotel, every Thursday, 12:15 p.m.

Rotary Club—Meets at Macdonald Hotel, every Thursday, 12:15 p.m.

Y's Men's Club, Y.M.C.A., 6:15 Tuesdays.

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Downtown Store—10160 - 103rd street.

South Side Store—10412 - 82nd Avenue.

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All stores open at 10:00 a.m. and close at 10:00 p.m.

Closed Sundays, Holidays and Election Days.

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Jasper Place Office: 15126 Stony Plain Rd. - Ph. 86782

Alberta Avenue Office: 9229 - 118th Ave. - - Ph. 76374

South Side Office: 10549 Whyte Ave. - - - - - Ph. 34440

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SINCE 1911

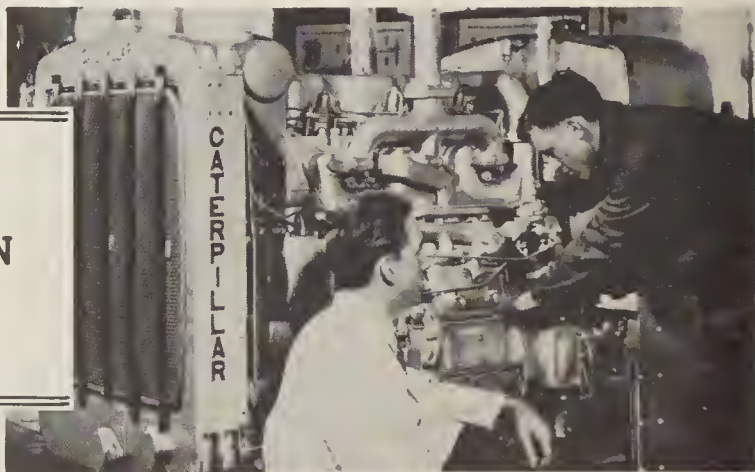
Churches



We list a few down-town churches:

Anglican: All Saints (Pro-Cathedral)	10043 - 103rd St.
Baptist	102nd Ave. at 102nd St.
Christian Science:	
First Church of Christ Scientist	10814 - 100th Ave.
Central Church of Christ	110A Ave. and 96 St.
Jewish: Congregation Beth Israel	10102 - 95th Street
Congregation Beth Shalom	11916 Jasper Avenue
Lutheran: Augustana Lutheran	9901 - 107th Street
Methodist: Free Methodist Church	8401 - 114th Ave.
Mormon: Church of Jesus Christ of	
Latter Day Saints	82nd Avenue and 108th Street
Moslem: Mosque of Al Raschid	111th Avenue and 101st Street
Presbyterian: First	10025 - 105th St.
United Church: McDougall United	101st St., cor. McDonald Dr.
Roman Catholic: St. Joseph's Cathedral	Jasper Ave. and 113th St.

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invites you to enjoy your visit in the
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OUR COLORFUL

Dining Room

offers the ultimate in fine food and
efficient, unobtrusive service. You
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EDMONTON, ALBERTA



Trains

To Jasper (C.N.R.)—Two trains daily from Edmonton.

For information on C.N.R. schedules, phone 21712 or 24731.

To Calgary and Banff (C.P.R.)—Four trains daily.

Phone 22822 for information on C.P.R. schedules.

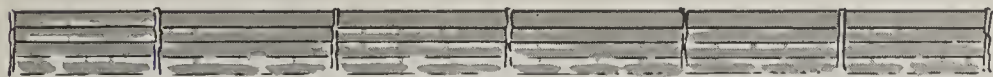
East-West Departures from Edmonton—

C.N.R.—Trains leave daily east to Winnipeg-Toronto,
Winnipeg-Montreal, and west to Vancouver.

C.P.R.—Trains daily to Calgary-Winnipeg and west
to Vancouver.

North to the Peace River and Dawson Creek (Northern Alberta Railways)—

One train daily except Saturday for Dawson Creek. Phone 24731 for information regarding schedules to Barrhead, Hines Creek and Waterways.

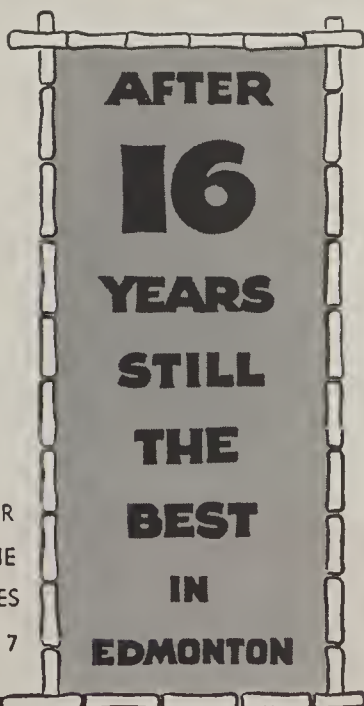


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Planes



TRANS-CANADA AIR LINES—

Ticket Office in Macdonald Hotel. For information and reservations phone 45161.

TO CALGARY—5 flights daily, with connections for southwestern U.S.

TO VANCOUVER AND VICTORIA—2 flights daily, with connections for western U.S., Australia, New Zealand and the Orient.

TO EASTERN CANADA AND U.S.A.—2 flights daily, with connections for overseas.

CANADIAN PACIFIC AIR LINES—

District Traffic Office and Ticket Office in C.P.R. Building. Phone 42985.

TO DAWSON CREEK—one flight daily, except Sunday.

TO WHITEHORSE—one-stop flights on Wednesday and Friday.

TO FORT McMURRAY AND YELLOWKNIFE—one flight daily, except Sunday.

TO FORT McMURRAY, NORMAN WELLS, AKLAVIK—each Monday.

TO PEACE RIVER, GRANDE PRAIRIE, FT. ST. JOHN—daily except Sunday.

TO PEACE RIVER, FORT VERMILION, HAY RIVER—weekly on Wednesday.

TO LLOYDMINSTER AND REGINA—one flight daily, except Sunday.

NORTHWEST AIRLINES—

Ticket Office Macdonald Hotel. Phone 27118.

EASTBOUND TO MINNEAPOLIS and all points east and south—flights on Monday, Wednesday and Saturday.

NORTHBOUND TO ANCHORAGE AND THE ORIENT—one flight weekly, on Sunday.

WESTERN AIR LINES—

Ticket Office Macdonald Hotel. Phone 27229.

Daily through flight to SALT LAKE CITY and LOS ANGELES with connections at Great Falls for DENVER, and at Denver for OKLAHOMA CITY, TULSA and DALLAS.

ASSOCIATED AIRWAYS—

Charter operators with aircraft available for sightseeing, hunting and fishing trips. Fuel, storage and space for visiting aircraft. No. 3 Hangar at Municipal Airport. Phone 87291.

Edmonton's Airport is Conveniently Located.





Buses

All bus lines operate from the Union Bus Depot at 10216 - 102nd Street.

To Calgary and Banff (Greyhound)—Seven buses leave Edmonton daily from Edmonton for Calgary, and from Calgary to Banff.

To Jasper (Greyhound)—One bus a day to Jasper.

To Winnipeg (Greyhound)—Two buses per day leave Edmonton for Winnipeg via Saskatoon, and three daily to Winnipeg via Calgary and Regina.

To Barrhead and Fort Assiniboine (Northland Arrow)—Two buses per day leave Edmonton for Barrhead with one connection for Fort Assiniboine.

To Dawson Creek and Fort St. John (Canadian Coachways)—One bus daily at 8:00 p.m.

To Yellowknife (Canadian Coachways)—Two buses weekly from Edmonton, via Peace River, to Hay River on Great Slave Lake. Connects with motor vessel, Yellowknife Expedito, to Yellowknife.

To Devon (Canadian Coachways)—Two buses daily.

TIME TABLE



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*"From Canada's Oil Capital
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YOUR TIME TABLE TO A HOLIDAY YOU'LL NEVER FORGET . . .

You'll never forget a thrilling holiday in vast, scenic Northern Alberta. It's a new experience, for Northern Alberta is a land of history, a new land in the making. It is a land abundant in wealth, in scenery, in wildlife, in good hospitality. Don't deny yourself of this "holiday you'll never forget."

For FREE travel folders, schedules and other information, contact your local ticket or travel agent, or . . .

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SYMBOL OF QUALITY 6 SICKS' & SYMBOLIC PRONUNCIATION
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Tourist Information

EDMONTON'S Tourist Information and Accommodation Bureau is located on the ground floor of the Provincial Building in the centre of the down-town area, just one block west of the Post Office. The Bureau is open daily, except Sunday, from 9 o'clock in the morning to 10 o'clock at night, to welcome you to Edmonton. Visitors to the city are cordially invited to drop in for any information they may require.

Informative folders and other descriptive literature dealing with Central and Northern Alberta, the Alaska Highway and all National Parks in Alberta are available here, as well as Alberta road maps. The friendly, efficient staff is always happy to be of assistance and all members are prepared to give you information and help you with route planning.

The Bureau also maintains a complete listing of temporary housing accommodation and invites visitors to avail themselves of this service. Accommodation listed with the Bureau has been inspected and priced, and is in addition to the facilities provided by the city's various hotels. Phone 29614.



Welcome to Edmonton!



22 MODERN, DE LUXE CABINS

FULLY EQUIPPED

"A HOME AWAY FROM HOME"



CLOCK AUTO COURT

North Side of Jasper Highway at 156th Street



W. H. Clark Lumber Company

INVITES YOU TO EDMONTON!

SASH AND DOOR FACTORY

Expert millwork for all modern building needs—interior woodwork, cabinets, counters, doors, windows, sashes, screens.

LUMBER STOCK PILES

Seasoned lumber for construction work in Edmonton and district.



Alberta Motor Association

The Alberta Motor Association maintains offices at 9905-101A Avenue, where motorists may obtain information about road conditions in all parts of the province, the best routes to travel, and how to get to your destination. Road maps, routing plans, and informative folders and brochures about points of interest, Alberta and National Parks are all obtainable at this office.

Visiting motorists should call at the A.M.A. Office or phone 25311 to obtain accurate, up-to-the-minute news on road and weather conditions or any subject pertaining to motoring in Alberta.



Prescriptions . . .

CAREFULLY AND ACCURATELY COMPOUNDED
BY SKILLED REGISTERED PHARMACISTS. RELY
ON SMITH'S TO GIVE YOU EXACTLY "WHAT
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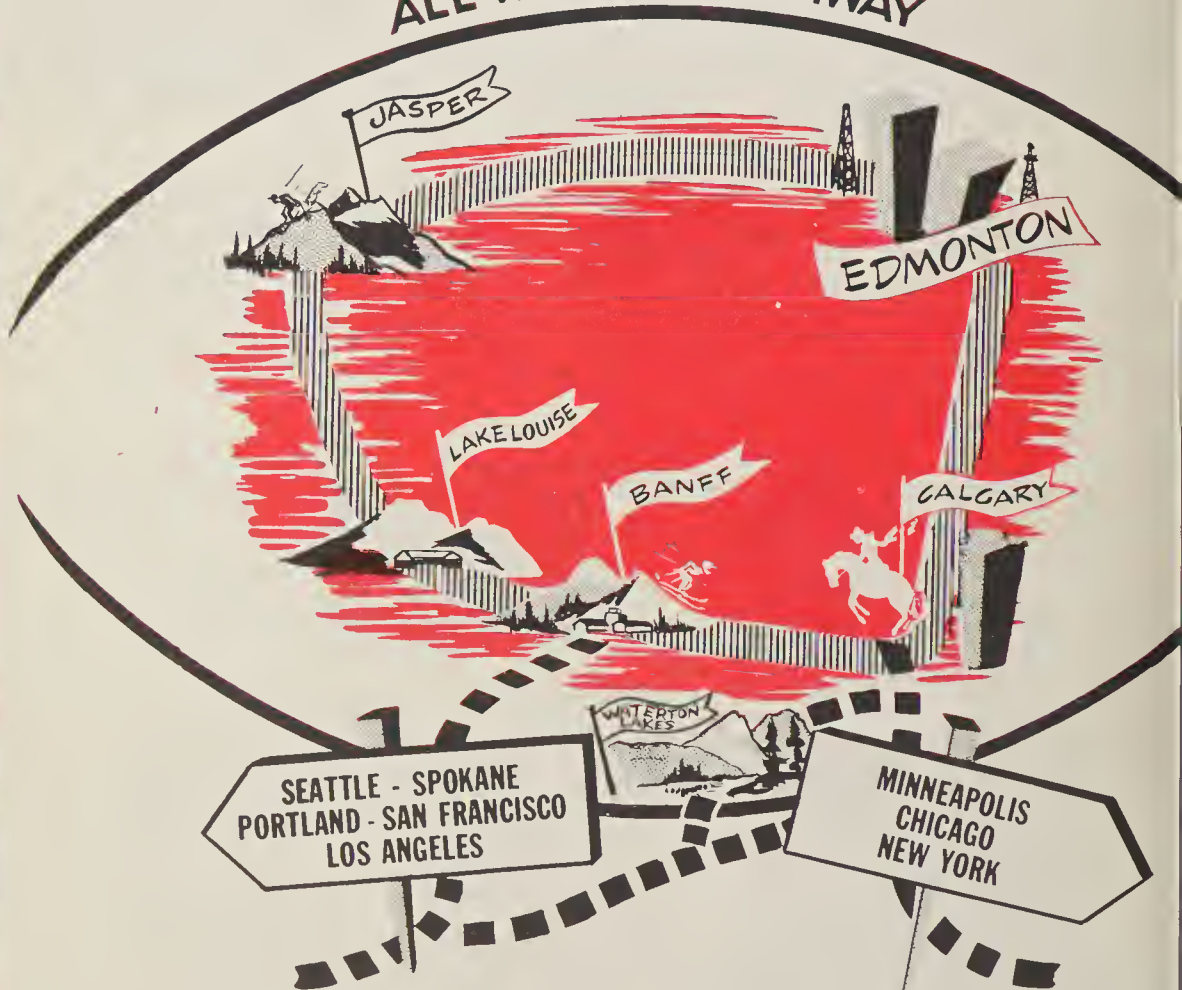
JUST SOUTH OF KING EDWARD HOTEL



YOU HAVEN'T SEEN ALBERTA
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CIRCLE TOUR

ALL WEATHER HIGHWAY



Drive the circle either way and enjoy the magnificence of towering mountains, perpetual glaciers, mighty waterfalls and crystal lakes. It's Alberta's wonderland of scenic beauty! Convenient accommodation along the route is provided by cabins, chalets, lodges, hikers' hostels and special grounds equipped for camping.

Drive Through THE Canadian ROCKIES



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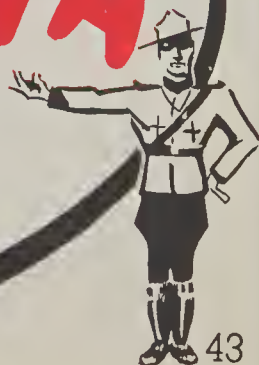
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LEGISLATIVE BUILDINGS

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Canada's Finest Furs

in the new H.R.-approved fashions . . quality for quality, value for value, price for price . . they are unmatched.

Fashions and Accessories

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Men's Clothing and Haberdashery

many imported exclusivities with Holt Renfrew . . all selected with discrimination and good taste.

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HOLT RENFREW



Climate

*H*IGH and dry, clear and sunny, the climate of Central Alberta, although subject to marked changes from season to season, is extremely pleasant. The air is clear and invigorating and the skies are bright and sunny the year around.

Summer climatic conditions here are ideal for the rapid, luxuriant growth of vegetation which results in excellent crop yields each year. Although the yearly rainfall is comparatively light, most of it comes during the growing season. Since the clay subsoil is very retentive of moisture, and there are no hot, parching winds, this light rainfall is quite sufficient for strong, heavy crop growth.

Extreme heat is almost unknown, the temperature seldom going above 80 to 85 degrees in the shade. Because of the lack of humidity these high temperatures cause no distress, and even at the hottest times of the year the nights are always fresh and cool.

The winter snowfall is fairly light, and rarely exceeds 12 inches at any time. Occasional low temperatures are registered, but such cold spells usually last for only very brief periods.

But above all—Alberta skies are blue and full of sunshine.



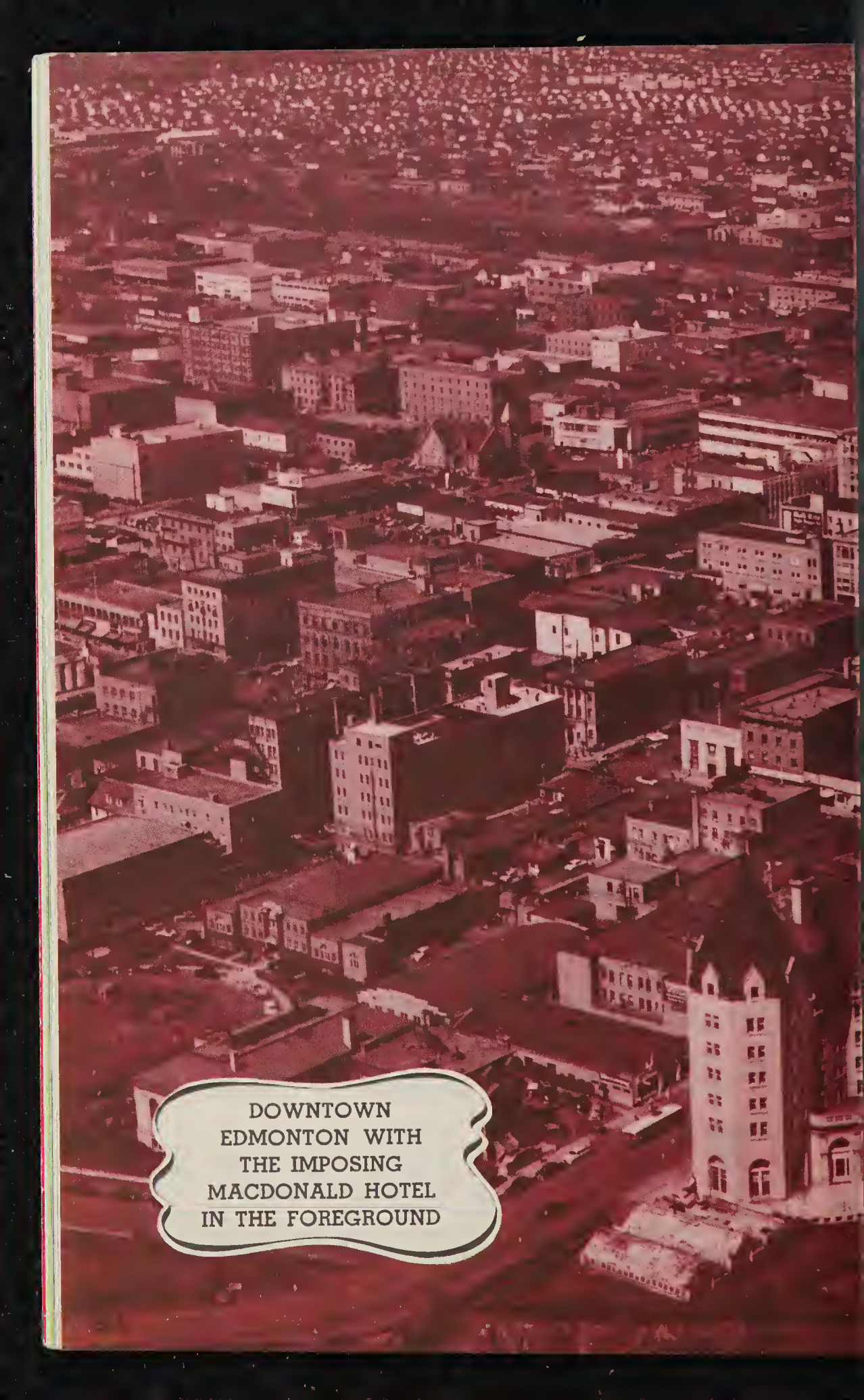
Welcome to Edmonton

EDMONTON SUPPLY CO.

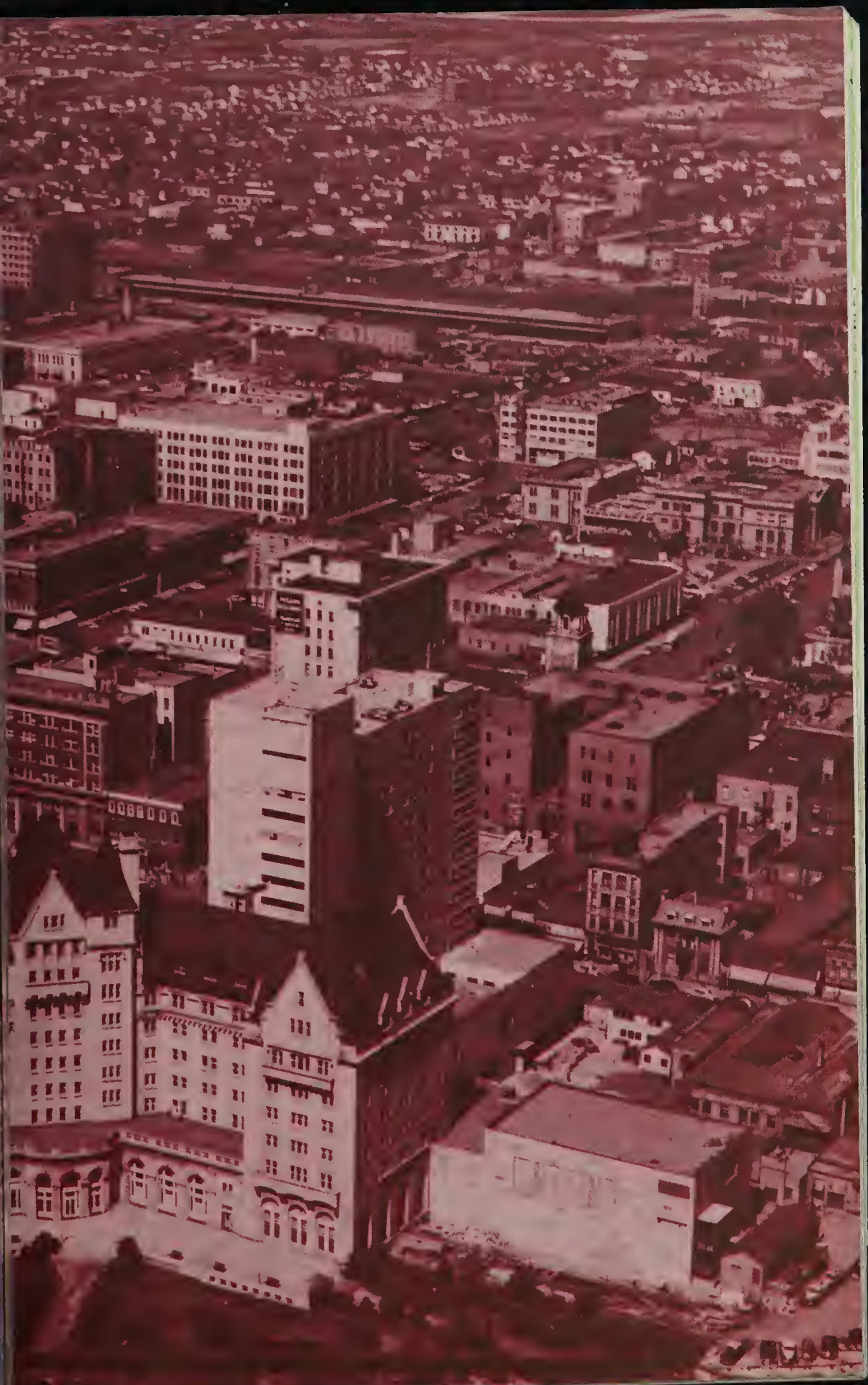
DISTRIBUTORS OF IRON • STEEL • HARDWARE
TOOLS • PLUMBING AND OILFIELD SUPPLIES

CORNER 96th STREET AND JASPER AVENUE

EDMONTON, ALBERTA

An aerial photograph of downtown Edmonton, Alberta, Canada. The image shows a dense urban landscape with numerous multi-story buildings, mostly constructed of brick or stone. In the lower right foreground, a prominent white building with a distinctive tower and arched windows is visible. The city extends to the horizon, where a large, hilly residential area is visible. The overall tone of the photograph is sepia or reddish-brown.

DOWNTOWN
EDMONTON WITH
THE IMPOSING
MACDONALD HOTEL
IN THE FOREGROUND





Memorial to Father Lacombe
at St. Albert.

Mosque of Al Raschid, the
only Moslem Temple on the
North American Continent.

Ukrainian Catholic Church of
St. Josaphat.

The new Macdonald Hotel
dominates Jasper Avenue.

Edmonton's famous High Level
Bridge spans the Saskat-
chewan River valley.





Points of Interest

THE CITY of Edmonton and the surrounding district is rich in colorful historic lore, and many a landmark has a story to tell. Such familiar sights as the high level bridge, the parliament buildings and many of the old homes along the river drives have behind them dramas which have affected the future of the province and the lives of thousands of citizens.

The following brief descriptions of some of the most interesting points along the blazed scenic drive (pages 6-7 will assist the visitor in discovering the local color of the city.

Borden Park and Zoo: 112th Avenue and 75th Street.

Edmonton Exhibition Grounds: 79th Street and 115th Avenue (see page 78).

Meat Packing Plants: Edmonton's large meat packing plants produce twenty-five percent of the entire production of the western Canadian meat packing industry. The prize-winning plant of Canada Packers Ltd. was awarded gold medals from both the Royal Architectural Institute of Canada and the Ontario Association of Architects for beauty of design and simplicity of construction. The packinghouses of Edmonton are among the finest on the North American continent.

Canada Packers Ltd.—Fort Road and 70th Street.

Burns and Co. Ltd.—120th Avenue and 72nd Street.

Swift Canadian Co. Ltd.—66th Street near 124th Avenue.

Gainers Ltd.—80th Avenue and 96th Street, South Side.

Ukrainian Catholic Church of St. Josaphat—97th Street and 108th Avenue. This magnificent church, with its temple crosses soaring into the sky, was built entirely through subscriptions from the congregation. It stands as a testimonial to this good, free country where these Ukrainian Canadians considered it a privilege to give their all to build their own temple in which to worship God in their own way. It was first opened in 1947.

Mosque of Al Raschid: 111th Avenue between 101 and 102 Street. This is the only Moslem temple on the North American continent.

Edmonton Airport: Kingsway. Sprawling over 750 acres, this is one of the finest municipal airports in the Dominion of Canada (see page 58).

Father Lacombe Memorial and Church: Situated at St. Albert, 8 miles north of Edmonton on Highway No. 2. In this historic mission is preserved much of the story of the past. To the Blackfeet Indians, Father Lacombe was "the man with a good heart"; to the Crees he



Alberta's handsome Legislative Building at 109th Street and 97th Avenue.

The new Administration Building with the Field Force Cairn in the foreground.



Look for this sign

ON KINGSWAY AT 106th STREET ● No. 2 HIGHWAY



- CLASS "A" ACCOMMODATION
- TELEPHONES IN EVERY ROOM
- ELECTRIC KITCHENS
- SPRING-FILLED MATTRESSES
- PLAYGROUNDS FOR KIDDIES



PAN-AMERICAN MOTEL LTD.

was "the Noble Soul". The primitive little chapel he built in 1861 is now part of the historical museum maintained on the original site, with a brick structure built around and over it.

Mayfair Golf Course is situated on the south side of the Saskatchewan River, and may be viewed from the Glenora residential area, but may be reached by following the Saskatchewan drive west along the south side of the river (See page 56).

Field Force Cairn: On grounds of new Administrative Building on 109th Street. This cairn was erected to the memory of the task force that, during the Riel Rebellion, engaged Big Bear's Indian warriors in Saskatchewan and prevented an Indian uprising in Alberta.

Alberta Parliament Buildings: 109th Street and 97th Avenue. Among the most dignified and beautiful in Canada, the Alberta Parliament Building stands on ground where fierce Indian battles once were fought. On this spot stood old Fort Edmonton, and here the first Christian service in Alberta was held. Into the Legislative chambers have gone progressive members of all shades of political thought, representatives of the forward-looking peoples who have made Alberta unique among provinces. The present Social Credit government was first elected in 1935—this is the first place in the world to elect an administration running under the Social Credit mandate.

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Select your fur coat from our prime Canadian pelts—choose your style from the selection in stock—or have one tailored "Exclusively for You."

Come in today and see the luxurious coats on display in our salon.

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fine Canadian pelts

Edmonton Museum: Top floor of the Parliament Buildings. The museum is packed with much interesting and colorful data.

High Level Bridge: Spans the Saskatchewan River valley at 109th Street.

University of Alberta: South of Saskatchewan Drive at 112th Street.

University of Alberta Museum: Arts building, University Campus.

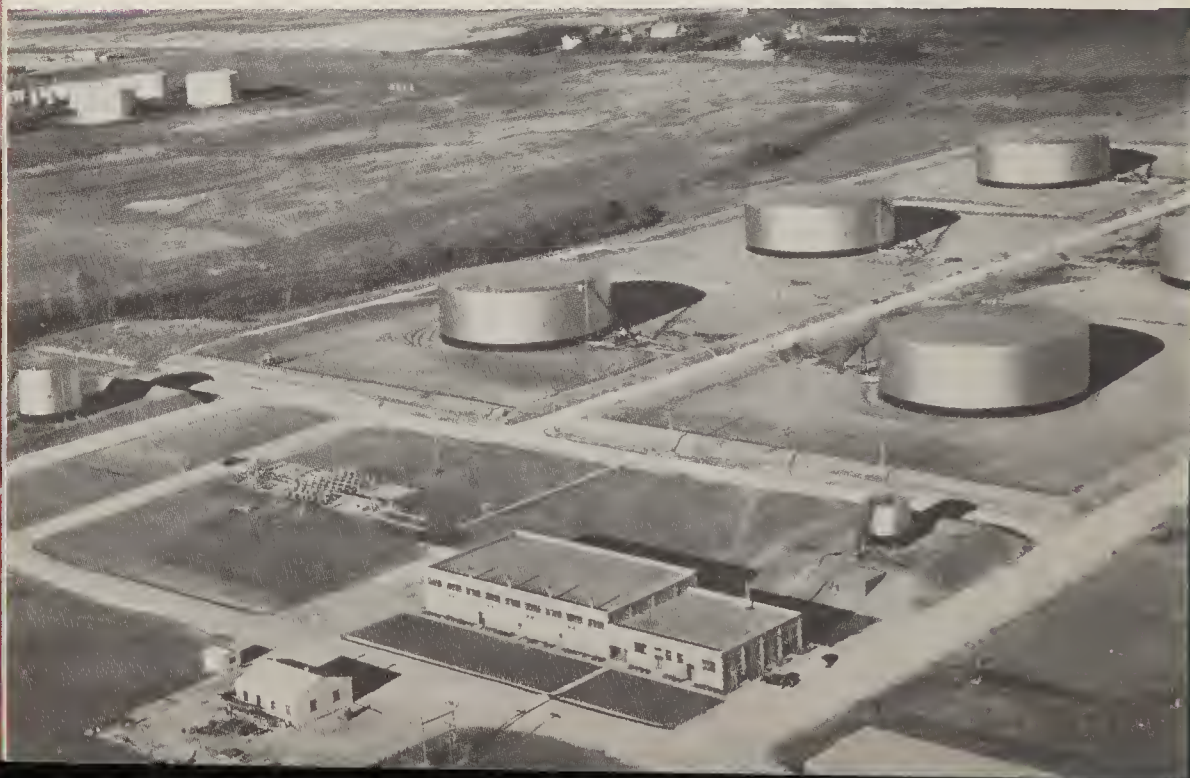
Cenotaph: 100th Avenue and 102nd Street.

George McDougall Memorial Shrine and Museum: 101st Street at 100th Avenue. The oldest building in Edmonton, it is open to the public every afternoon (See page 53).

Macdonald Hotel: 100th Street and 100th Avenue. Edmonton's finest hotel, commanding a sweeping view of the river valley, the Macdonald is at present building a huge 16-storey addition facing Jasper Avenue.

Refinery Row: About 4 miles east of the city, on Highway No. 16, are the huge oil refineries of the Imperial Oil Co., Ltd., the McColl-Frontenac Company and the British American Oil Company. In the same area is the C.I.L. Polythene plant, and the Interprovincial Pipe Line Company's giant storage tanks from which 95,000 barrels of oil are pumped daily into the pipeline to Eastern Canada. About 1½ miles north and a quarter of a mile west of the B.A. Refinery, visitors can see the tremendous petro-chemical plant of the Celanese Corporation of America, parts of which are still under construction.

Oil Storage Tanks of the Interprovincial Pipeline Co.



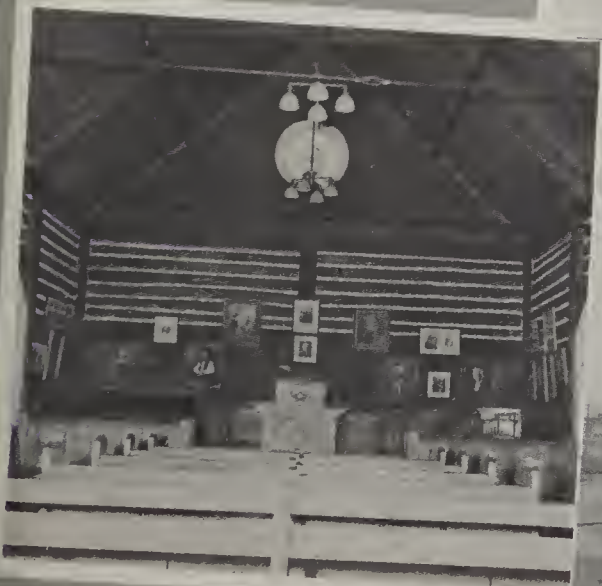


McDougall Memorial

*P*ERHAPS one of the most interesting landmarks in Edmonton, a very real link with the city's past, is a small and unpretentious grey building which stands quietly in the shadow of McDougall United Church, just south of Jasper Avenue on 101st Street. Above the door is lettered in the simple legend, "Methodist Church, 1871." It was the first building to stand outside the protecting walls of old Fort Edmonton!

This little church now serves as a memorial and shrine to the man who built it, the Reverend George McDougall, who spent many years as a missionary on the prairies, beloved by white and red man alike. He gave his life to educating and Christianizing the Indians, and preparing them for the time when the white man would settle their plains. His great influence as a peacemaker was largely responsible for keeping peace between the tribes and later, between the Indians and the whites.

The church has now become something of a museum and its hand-hewn log walls are hung with pictures of all the great pioneers—the missionaries, the traders, the homesteaders, the citizens of those early days. In a glass case are preserved many mementos of the past. Inside these old walls is a treasure-house of story—the colorful history of Edmonton and the great northwest.



THE LOTUS GARDENS

TASTY
CHINESE
FOOD

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DELICIOUS
CANADIAN
DISHERS



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FOR A
SPECIAL
TREAT

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THIS IS YOUR SERVICE GARAGE



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The Alaskan

AUTO COURT AND MOTEL

KINGSWAY AND 109th STREET

- FULLY MODERN
- DE LUXE CABINS

LOCATED IN THE HEART OF THE CITY ON No. 2 HIGHWAY

ATTRACTIVE COMFORTABLE ACCOMMODATION

● CHEVROLET • OLDSMOBILE • CADILLAC

RIGHT ON JASPER AVENUE AT 115th STREET

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EDMONTON MOTORS LTD.

Edmonton Golf Courses



HERE is a real treat in store for visiting golfers who play the beautiful courses here. Blessed by nature with beautiful rolling fairways and natural wooded areas, this region is ideally suited for the building of championship golf courses. Available to the visitor are three private clubs and two municipally operated courses, all located in the green valley of the North Saskatchewan River.

MAYFAIR GOLF CLUB (Pro—Tommy Morrison): Scene of the Canadian Amateur in 1946 and venue of the Canadian Ladies' Open in 1952. 6,700 yards, par 70.

HIGHLANDS GOLF CLUB (Pro—Henry Martell): 6,523 yards, par 72.

EDMONTON COUNTRY CLUB (Pro — Tom Molyneaux): The Alberta Open will be played here September 5, 6 and 7, 1953. 6,550 yards, par 71.

MUNICIPAL COURSES—At Victoria Park, just west of the High Level Bridge, the city operates 27 holes (Pro—John Aitken). 6,355 yards, par 72. In the east end of the city the new Riverside Club (Pro—Frank Willey), is at the south end of the Dawson Bridge, on Highway No. 16.





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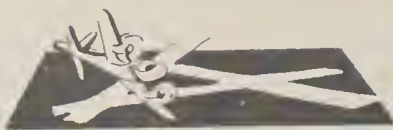
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Edmonton Airport



The Edmonton Airport, one of the largest in Canada, has become an air centre of world-wide commercial and strategic military significance.

Four major airlines have scheduled flights in and out Edmonton, and eight others have schedule and charter trips servicing mining interests, fur traders and other far northern projects. More than 1,000,000 pounds of air freight pass between Edmonton and Alaska and the Yukon every year.

Because of its strategic location and its superb equipment, the Edmonton Airport is also used by the U.S.A.A.F. and the R.C.A.F.

The area of the airport is 750 acres, patterned with 664,036 square yards of three-mile concrete runways. Handling the heavy traffic through Edmonton are 16 hangars, about 200 buildings and a personnel of more than 1,000, and recent checks at the airport show about 10,000 aircraft movements per month.

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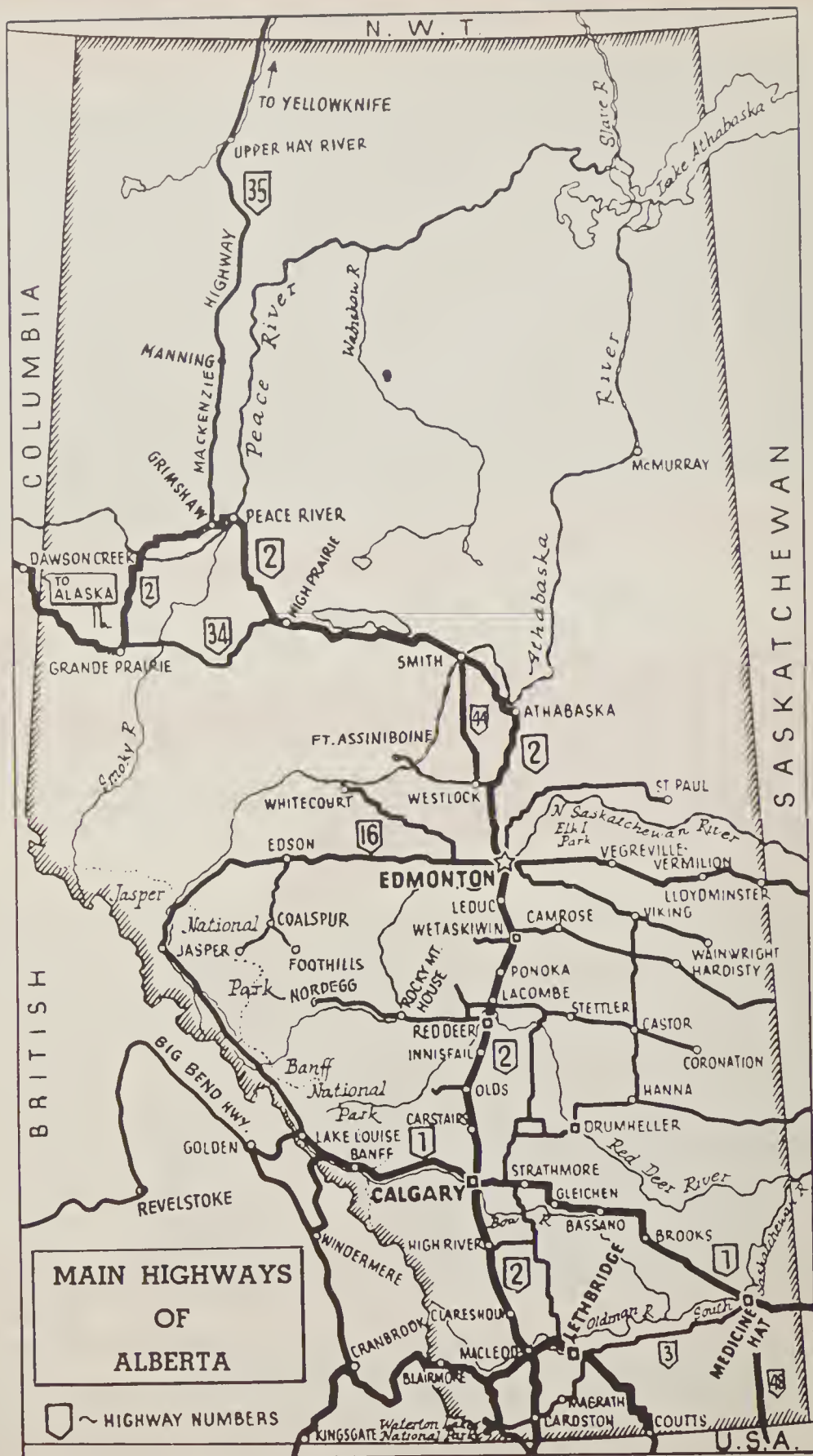
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Parks and Resorts

ALBERTA beckons the traveller. The lure of the Rockies, of incomparable scenic beauty, the call of Alberta's parks and resorts every year attracts more and more visitors. None of these parks and resorts is more than a few hours from Edmonton. The following table will show you at a glance the distances of the most popular playgrounds and beach resorts from the capital city.

FROM EDMONTON TO

Jasper	235 miles	Sylvan Lake	109 miles
Banff (via Jasper)	421 miles	Pigeon Lake	68 miles
Banff (via Calgary)	276 miles	Gull Lake	91 miles
Columbia Ice Fields.....	355 miles	Seba Beach	52 miles
Elk Island Park	30 miles	Alberta Beach	45 miles

EDMONTON PARKS

Right in Edmonton are city parks that compare with any on the continent. The city has 2,168 acres reserved for park areas, of which 1,300 are in the Saskatchewan River valley.

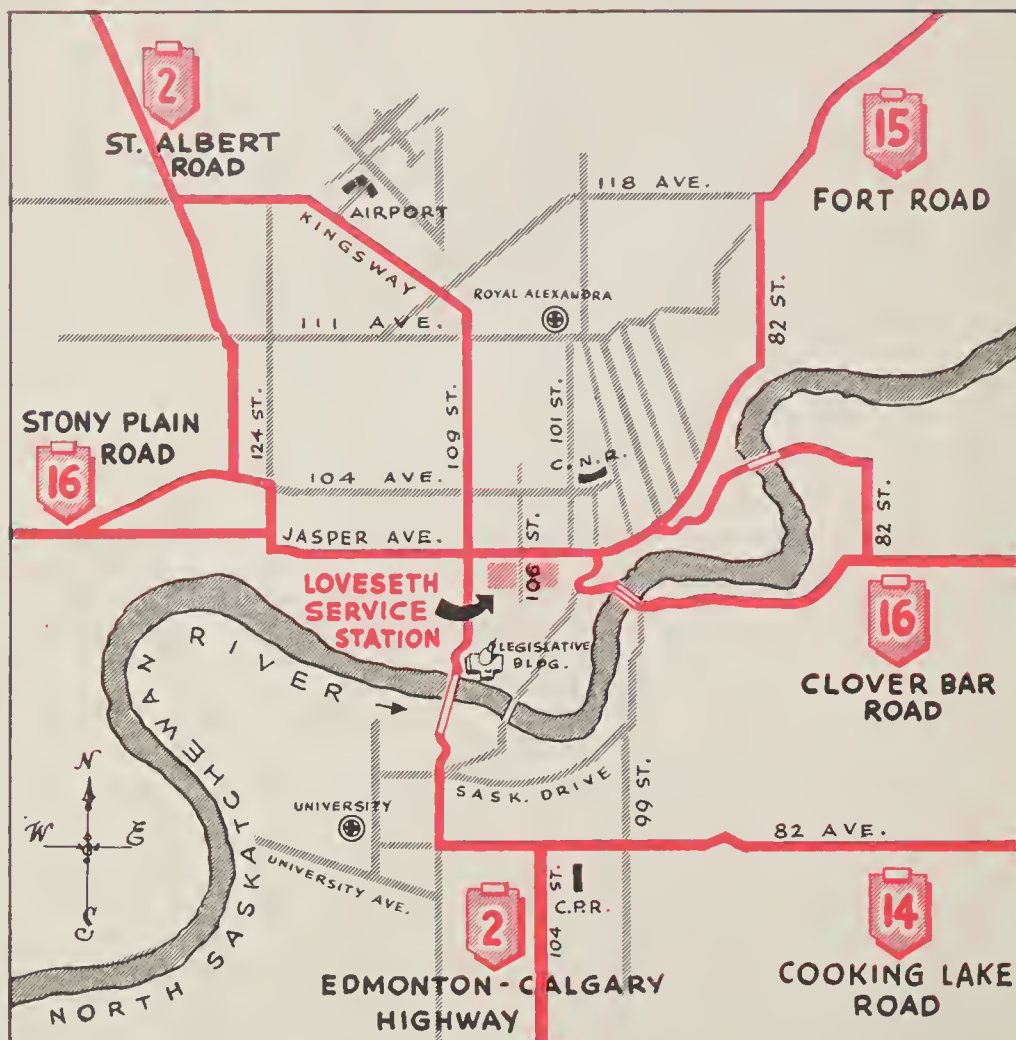
Queen Elizabeth Park (South Side Park) on the south bank of the Saskatchewan River, may be entered at several points on Saskatchewan Drive. This is a lovely spot with a swimming pool, open grates for casual cooking operations and a roofed-in dining pavilion.

Victoria Park—on the north bank of the river, with an entrance at 109th Street, just west of the high level bridge, covers 135 acres. This park area contains the city-owned and operated Municipal Golf Course and Clubhouse, a cricket pitch and excellent picnicking facilities.

Borden Park—in the eastern section of the city, 112th Avenue and 75th Street, houses the zoo, as well as an outdoor swimming pool. It is an extremely popular Sunday band concert spot.

Whitemud Park—on a river flat in a south western section of the city. Much of this 123-acre park is still beautiful, virgin parkland. Picnicking, boating, bathing and riding concessions have been leased to private operators who cater to out-door minded holiday crowds.

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Elk Island Park

ONLY twenty-seven miles east of Edmonton there are nearly two thousand great, wild plains buffalo roaming the parkland, just as they did hundreds of years ago. Large herds of elk and moose wander through the woods and plains, free and unmolested. They are all inhabitants of the largest fenced animal preserve in Canada—Elk Island Park.

Reached by Highway No. 16 from Edmonton, this park is preserved in its natural state and is traversed by all-weather roads which allow the motorist to observe these denizens of the wild at close range. Scattered over the whole area are small, island-dotted lakes, providing ideal nesting grounds for thousands of wild duck and geese. Elk Island being a game preserve, visitors are not allowed to carry firearms and must not molest the wild animals, the birds or their nests.

In the vicinity of Sandy Beach, on the east shore of Astotin Lake, is a small resort with excellent cabin accommodation and trailer space, restaurants and picnic facilities. The swimming is grand and there is also a very good nine-hole golf course. Not only a sanctuary for game is Elk Island Park, but a sanctuary also for the city dweller who longs for a taste of the country.

Do bring your camera when you visit the park, for you will have many opportunities to snap priceless pictures in the spot where all wildlife is protected, and where roams the finest herd of buffalo in North America.

Herds of Buffalo Roam the Elk Island Game Preserve





"Inland Sailors" race their craft at the annual regatta at Lake Wabamum, west of Edmonton.

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Beach Resorts

Sylvan Lake—109 miles from Edmonton on No. 2 Highway. Attractions at this fine lake include swimming, boating, golfing, tennis, riding and dancing. Tourist cabins are available close to the business section of town.

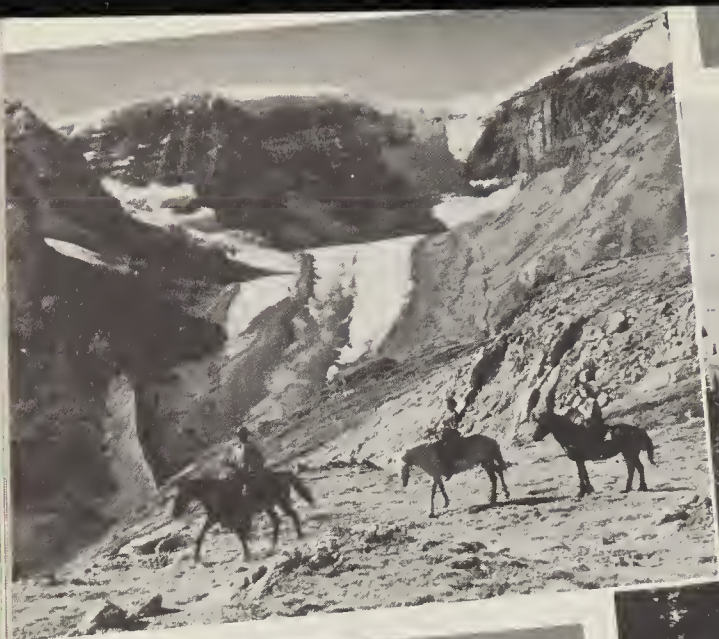
Pigeon Lake—68 miles from Edmonton, 28 miles west of Wetaskiwin. There is swimming, boating, fishing and moonlight dancing at this lovely resort lake. A clean, white, sandy beach and crystal clear water make this a great favorite for summer cottagers.

Gull Lake, Seba Beach and Alberta Beach—These are all popular resorts, attracting many city businessmen and their families for fishing, swimming and other aquatic sports.



Lake resorts of the area are family favorites for summer vacations and weekend holidays.





A MOST
GLORIOUS
HOLIDAYLAND
AWAITS YOU AT
JASPER





Jasper Park

IT IS only a little more than a half day's drive from Edmonton to one of the most extravagantly beautiful spots on the continent—Jasper National Park! In this 4,200 square miles of fabulous holidayland nature has bestowed her gifts of scenic beauty with a prodigal hand. Towering, snow-crowned peaks soar far into the clouds; swift, white streams rush through the alpine valleys and the entire region is dotted with gem-like glacial lakes.

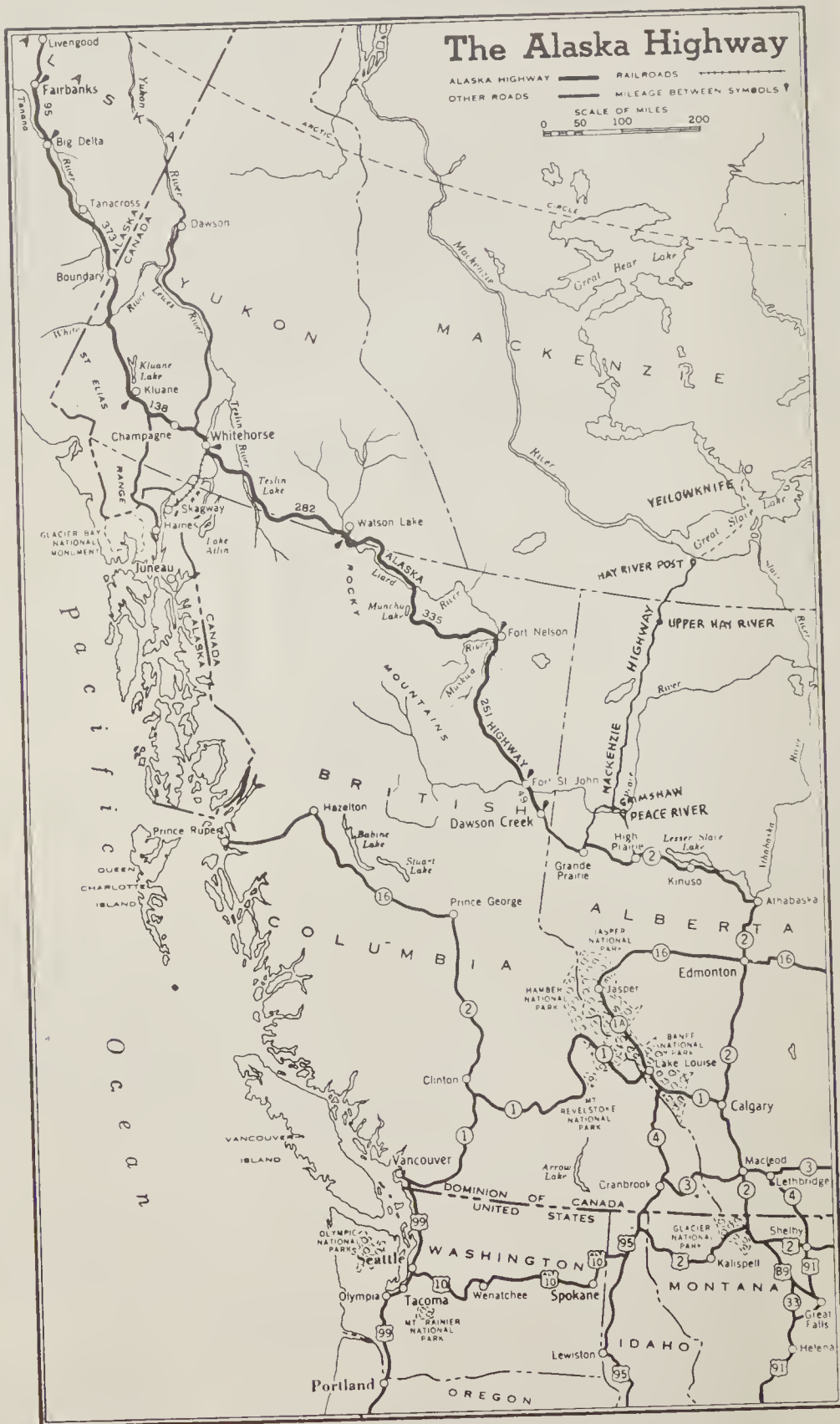
In this setting of mountains and green forest you may spend your days exploring from a car or saddle, hiking, climbing or fishing in an angler's paradise. In the heady mountain air you will discover a new zest for living. You will want to swim and go canoeing, to play tennis and shoot a game of golf on the fine championship course at Jasper Park Lodge.

You will want to see the regal peak of Mount Edith Cavell with the remarkable "Glacier of the Angels" clinging at its breast. You must not miss Maligne Canyon, Medicine Lake and the incredible, still beauty of the incomparable Maligne Lake. The magnificent Mount Robson, the strange and mysterious Columbia Ice Fields, the Athabasca Falls, the Sunwapta Falls, Miette Hot Springs, the Tonquin Valley and Amethyst Lake sheltered by the impressive Ramparts range—these are only a few of the places that everyone should see for himself.

It is impossible to see all of Jasper Park in one visit, and every mountain and every lake has a thousand facets, changing indefinitely with each changing mood of weather or season. Visitors return again and again, always to discover that they cannot exhaust the wonders of this region.

Accommodation at Jasper Park is excellent, and ranges from the most luxurious to the most simple. Three miles from the town of Jasper is the famous Canadian National Railways hotel, Jasper Park Lodge. There are several hotels in Jasper town and quite a number of very good bungalow and cabin camps scattered throughout the Park, most of them close to the town.

If you have never seen Jasper Park a wonderful experience awaits you. If you are returning for the second or third time you will find hundreds of new places to see and will have the delight of discovering the old scenes afresh.





Alaska Highway

A unique and thrilling vacation for the traveller with a taste for adventure is a trip along the famous Alaska Highway. If you are enthusiastic about camping or roughing it, hunting, fishing or journeying through a wild and beautiful country, this is the holiday for you!

Pushing back the last frontiers of the north, the highway traverses a tremendous region of unbroken forest, rivers, lakes and mountains. After crossing the lush and rolling Peace River basin the road soon begins to penetrate a wilderness almost untouched by the hand of man. Through the densely forested Rocky Mountain region and deep into the spruce, birch and aspen-clad river valleys of the interior there is little sign of habitation, except for infrequent small outposts or the occasional mining project and highway construction camp. It is a lonely land, rugged, wild and austere beautiful. In the deep silences of these virgin forests civilization seems far away indeed. But when you come into the cities of Alaska you will be amazed by their modernity, their electric refrigeration, modern plumbing, neon signs, airports and streamliner trains, all rubbing shoulders with the old buildings of the frontier days.

Edmonton is the starting point of the trip, but the highway proper begins at Dawson Creek, terminal point of the Northern Alberta Railway, 475 miles from Edmonton. From Dawson Creek, the highway, a gravelled, all-weather road, runs 1,523 miles to Fairbanks, Alaska, 1,221 miles of which is in Canada and 302 miles in Alaska.

The best season for travelling the Alaska Highway is between May 15 and October 15. Extreme winter cold and the early spring thaw make driving uncomfortable and difficult for a pleasure trip, although the road is open all winter. It is true that, during the summer, dust and mosquitos are quite bad in some areas, but if you are properly prepared this will not mar your trip. It is well to remember that in the mountain areas the nights are cold, even at mid-summer. And when planning your journey, take advantage of the fact that you will have 16 to 20 hours daylight in this country. Reports on the condition of approach roads may be obtained from the Director, Provincial Publicity and Travel Bureau, Edmonton, Alberta.

Campgrounds with adequate cooking facilities have been prepared along the route for the use of travellers who are equipped for camping and carry their own supplies. Roadside accommodation—hotels, stores, meals, gas, oil and repairs—are available along the entire route. A list of these facilities appears at the end of this article. The traveller should check these stops and plan carefully, for he cannot expect help in the matter of food, shelter, or automotive repairs from Northwest Highway System Maintenance Camps. Arrangements for accommodation should be made in advance.

Campers should bring a light, insectproof tent, down sleeping bags or blankets, a cooking outfit, camp axe and first aid kit. Wear



Rustic Buildings in a Wilderness Setting—Typical Alaska Highway Scene.

the same clothing as you would for travelling in the Northern United States with the addition of an extra warm sweater or coat for cool nights. Movie film is difficult to obtain enroute, so plan to carry or purchase sufficient in Edmonton for the trip.

The northern regions of Alberta and British Columbia, and most of the Yukon and Alaska offer the sportsman the finest variety of fish and game on the continent. You can bag mule deer, moose, caribou, sheep, mountain goat, black and grizzly bear, ducks, geese, grouse, and in Alaska there is also the graceful little Sitka deer and the giant brown or Kodiak bear. The angler may stop along the way for giant rainbow trout, landlocked steelhead, Arctic grayling, northern pike, pickerel, lake trout, Dolly Varden, and the South-eastern Alaskan cutthroat.

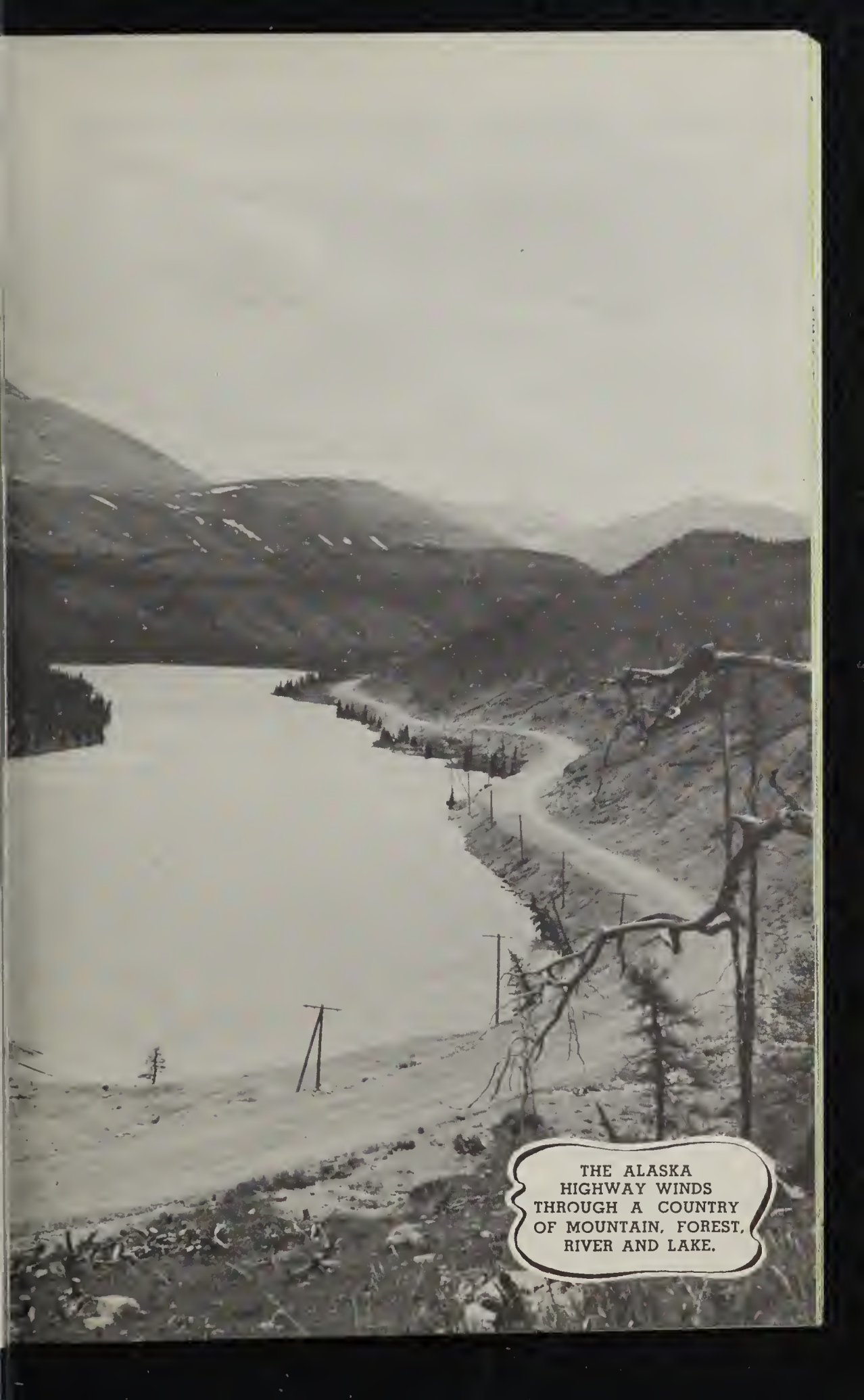
Hunting and fishing laws are very strictly enforced throughout the territory traversed by the Alaska Highway, and current information about seasons and licenses should be obtained before making the trip, from:

British Columbia—Game Commission, 567 Burrard St., Vancouver, B.C., Canada.

Yukon Territory—Dept. of Mines and Resources, Ottawa, Canada or Whitehorse, Y.T.

Alaska—U.S. Fish and Wildlife Service, Juneau, Anchorage or Fairbanks.

If you are heading for the Alaska Highway this year, you will have a wonderful trip, providing you carefully plan the journey beforehand. If you are not equipped for camping, arrange for accommodation beforehand. Remember that the road was built through the wilderness as a military highway and do not expect luxury on the way. Happy motoring! May you have a thrilling journey into the land of the midnight sun.



THE ALASKA
HIGHWAY WINDS
THROUGH A COUNTRY
OF MOUNTAIN, FOREST,
RIVER AND LAKE.

ACCOMMODATION AND ROADSIDE FACILITIES AVAILABLE ON THE ALASKA HIGHWAY

Mile	Location	Services and Facilities Available	Beds
0	Dawson Creek, B.C.—Meals, Stores, Gas and Oil, Repairs		150
35-36	Peace River Bridge, B.C.—Meals, Minor Repairs.....		Limited
49	Fort St. John, B.C.—Meals, Stores, Gas and Oil, Repairs		150
52	Charlie Lake, B.C.—Meals, Gas and Oil, Minor Repairs.....		—
101	Blueberry, B.C.—Meals, Gas and Oil.....		4
147	Beaton River, B.C.—Meals, Store, Gas and Oil, Repairs.....		30
171	Mason Creek, B.C.—Meals, Gas and Oil, Repairs		4
190	Crest, B.C.—Meals, Gas and Oil.....		10
201	Trutch, B.C.—Meals, Gas and Oil		—
233	Prophet River, B.C.—Meals, Stores, Gas and Oil.....		20
300	Fort Nelson, B.C.—Meals, Store, Gas and Oil, Repairs		50
351	Steamboat Min., B.C.—Meals, Gas and Oil		10
392	Summit Lake, B.C.—Meals, Gas and Oil, Minor Repairs		12
397	Rky. Mt. Auto Ct., B.C.—Meals, Store, Gas and Oil, Minor Repairs		10
422	Toad River, B.C.—Meals, Store, Gas and Oil, Minor Repairs		10
456	Muncho Lake, B.C.—Meals, Gas and Oil		—
462	Brant at Muncho, B.C.—Meals, Store, Gas and Oil Storage.....		18
463	Muncho Lake, B.C.—Meals, Gas and Oil, Minor Repairs.....		10
496	Liard River, B.C.—Meals, Store, Gas and Oil, Minor Repairs.....		12
533	Coal River, B.C.—Meals, Gas and Oil.....		10
543	Coal River, B.C.—Meals, Gas and Oil.....		5
620	Lower Post, B.C.—Meals, Store, Gas and Oil.....		40
632	Watson Lake, Y.T.—Campground, Meals, Store, Gas and Oil.....		40
643	Upper Liard River, Y.T.—Meals, Gas and Oil, Major Repairs.....		—
710	Rancheria, Y.T.—Meals, Gas and Oil, Campground.....		10
733	Swift River, Y.T.—Meals, Store, Gas and Oil.....		20
777	Morley River, Y.T.—Campground, Meals, Gas and Oil.....		Limited
804	Teslin, Y.T.—Meals, Store, Gas and Oil.....		15
813	Teslin Lake, Y.T.—Meals, Campground.....		6
837	Teslin River, Y.T.—Meals, Gas and Oil.....		20
843	Little Teslin L., Y.T.—Meals, Gas and Oil.....		Limited
872	Judas Creek, Y.T.—Meals, Gas and Oil, Campground.....		Limited
883	Marsh Lake, Y.T.—Meals, Gas and Oil.....		30
918	Whitehorse, Y.T.—Meals, Stores, Repairs.....		300
967	Mendenhall Creek, Y.T.—Campground.....		—
987	Cracker Creek, Y.T.—Meals, Gas and Oil.....		10
996	Canyon Creek, Y.T.—Meals, Gas and Oil.....		10
1013	Pine Creek, Y.T.—Campground.....		—
1016	Haines Junction, Y.T.—Meals, Store, Gas and Oil.....		15
1022	Bear Creek, Y.T.—Meals.....		4
1054	Kluane Lake, Y.T.—Meals, Gas and Oil		12
1083	Destruction Bay, Y.T.—Meals, Gas and Oil.....		—
1093	Burwash Landing, Y.T.—Meals, Store, Gas and Oil, Repairs.....		40
1095	Airport Lodge, Y.T.—Meals, Gas and Oil.....		15
1105	Burwash Flats, Y.T.—Campground.....		—
1152	Lake Creek, Y.T.—Campground		—
1184	Dry Creek, Y.T.—Meals, Gas and Oil		20
1200	Beaver Creek, Y.T.—Store, Gas and Oil, Towing Service.....		—
1210	Sourdough Inn, Y.T.—Meals.....		6
1213	Mirror Creek, Y.T.—Campground.....		—
1220 Y.T.—Canadian Immigration and Customs, Meals		—
1221	Canada-Alaska Boundary		—
1318	Tok Junction, Alaska—Meals, Store, Gas and Oil		40
1458	Richardson, Alaska—Meals, Gas and Oil, Repairs		—
1523	Fairbanks, Alaska—Hotels, Stores, Meals, Gas and Oil.....		—

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Hunting



ALBERTA is a paradise for hunters, whether they come after large game or small. Tourists wanting to use guns or rifles must get permission from the R.C.M.P. to do so. The National Parks and game preserves provide ample breeding grounds (and protection) for the increase of wild life, and the overflow from these sanctuaries ensures a continuous supply of game—and good hunting!—in the open territory.

Here is where to find your game . . .

Big Horned Sheep: Found in various locales within the mountain areas from Waterton Lakes Park to within 100 miles of Peace River.

Mountain Goat: Similar locale, though the old billies prefer to live amid the inaccessible peaks and the most rugged mountains.

Woodland Caribou: All the way from the Athabasca River, north through the foothills and mountains to the B.C. boundary.

Elk: Found mostly in the Pembina-Brzeau reserve. Only a limited number of licenses are issued each year; and only older bulls, with ten points and over, may be taken.

Mule Deer: Abound everywhere from Edmonton north, particularly numerous from the foothills and mountains of Waterton Lakes Park to the northern boundary. Sportsmen can leave the city and be in "muley" territory within a matter of two or three hours by car.

Moose: Somewhat in the same territories as the mule deer, but not quite so close to civilization. Excellent hunting north of the Calgary-Banff branch of the C.P.R. line, right to the north woods.

Grizzly and Black Bear: These babies are for the hunter with the steady heart and the good eye. Hunters after grizzlies should travel in pairs and generally into the mountain areas. The black bears are found there also and closer to civilization as well. They like the timber and park areas of the north—and you may even find them in a farmer's pigpen.

Antelope: Found in the south-east of the province in abundance. May be hunted only with special permit.

Bird Game: Conservationists consider Alberta one of the world's finest breeding grounds for migratory and other bird game. From Edmonton and vicinity to the far north, every water hole teems with ducks, geese and snipe. Prairie chicken, ruffed grouse and pheasant are not quite so plentiful of late years, and the season is usually restricted, and is completely closed on Chinese and Mongolian pheasants. The Hungarian partridge, introduced in 1908 and 1909, is so wily and quick that it has increased tremendously. In shooting birds always observe the bag limit and remember that Sunday shooting and the use of live decoys is prohibited.



Fishing

THE MOST famous "dry land" fishing in the world is to be found in Alberta—everything from tiny goldeye to salmon trout is available in the Edmonton vicinity. Motorists visiting the National Parks need a fishing license in the Park. The season usually opens about May 1st for the Red Deer and North Saskatchewan Rivers and their tributaries, June 1st for the Athabasca River and its tributaries; and June 16th for the Bow River and other southern rivers and their tributaries. Cost of three-day permit \$1.00.

Vicinity of Edmonton—Fair sport for pike, pickerel, perch and goldeye may be had in a number of waters within a sixty-mile radius of the city, including Wabamun Lake, Isle Lake, Lac Ste. Anne, Lac la Nonne, Lake Nakamun and Chip Lake.

Wetaskiwin District—Pike, pickerel and perch can be caught in Pigeon Lake, 28 miles west of Wetaskiwin—just 68 miles from Edmonton.

North and East of Edmonton—There are pike, pickerel and perch in a number of good fishing lakes in this area and Cold Lake is famous for its excellent lake trout, well known for their large size and delicious flavor. The other fishing lakes here are Frog Lake, Baptiste Lake, Lac la Biche, Buck Lake, Skelton Lake, and Amis Lake.

West of Edmonton—Dolly Varden trout, rainbow trout and grayling are found in the Edson River, Trout Creek, McLeod River, Musky River, Obed and Bear Lakes, Moose Creek, Sundance Creek, and Embarras Creek, all close to Edson.

Good sport for Dolly Varden trout, rainbow trout and grayling may be had in the numerous waters conveniently reached from the Brule station—Brule Lake, Fish Lake and Creek, Solomon Valley waters and the Hay River.

Jasper National Park—Rainbow trout, cutthroat trout, Dolly Varden trout and salmon trout are indigenous to the lakes and streams of Jasper National Park, while Loch Leven trout, land-locked salmon, and eastern brook trout have been introduced into these waters. The best fishing waters within easy access of the town of Jasper are Lakes Annette and Edith, Pyramid Lake, and a group of small lakes — Caledonia, Marjorie, Hibernia, and Dorothy — on the benches of the Athabasca River. Wabassa Lakes, 8 miles from Jasper are noted for rainbow trout.

FISH AND GAME REGULATIONS

Regulations regarding the open seasons for fish and game vary from year to year. Detailed information regarding seasons and licenses should be sought from the Game Branch, Department of Lands and Mines, Edmonton, Alberta, phone 916229 and from the Fisheries Branch, Department of Lands and Mines, Edmonton, Alberta, phone 916417.

Sports



EDMONTON, like most cities and towns of the west, is typically sports-minded. Throughout the year, summer and winter, general interest in sporting events runs high. The natural vigor and energy of the people in this part of the world expresses itself in a zest for both spectator and active participant games of all kinds.

Baseball: At Renfrew Park, Western Canada's finest baseball park, at 104th Street and 96th Avenue, baseball fans enjoy Class "A" professional ball. The Western International League, which embodies teams from Idaho, Washington and the four major cities in British Columbia and Alberta, provide top-flight baseball entertainment. Games are played either in the afternoon or evening—evening games being played under floodlights. Visitors are specially invited to watch the "Edmonton Eskimos" in a few of these exciting games while in Edmonton. Phone the club office at 24218 for information on game schedules or drop in to Mike's Newsstand at 10062 Jasper Avenue for tickets.

Football: An Edmonton citizen-sponsored team, the Edmonton Eskimos, plays in the Western Conference, and games are played at Clarke Stadium from late August through October. Last season the Edmonton team progressed to the final game in Toronto for the Grey Cup, highest honor in Canadian football. Enthusiasm for football is high in Edmonton and crowds of about 15,000 often turn out for home games. Visitors are invited to attend.

Fastball: Kingsway Park is the home of fastball in Edmonton. There are several leagues, and visitors are assured of an interesting game any night at Kingsway.

Golf: For holidayers whose first thought is a likely game of golf Edmonton has several really excellent courses.

PUBLIC COURSES:

Municipal Golf Course, Victoria Park. Phone 22120.

Riverside Golf Course, Dawson Bridge, No. 16 Highway.

PRIVATE GOLF CLUBS:

Mayfair Golf and Country Club, South Side. Phone 32767.

Edmonton Country Club, 156th Street. Phone 82189.

Highlands Golf Club, 66th Street and Ada Blvd. Phone 71741.

The usual visitors' privileges are extended to all club members at the city golf clubs.

Tennis: Visitors are welcome on the hard rolled, taped courts of Edmonton's tennis clubs:

Glenora Tennis Club, 10139 - 120th Street.

Garneau Tennis Club, 108th Street and 83rd Avenue.

Civil Service Tennis Club, 96th Avenue and 106th Street.

Lawn Bowling: Anyone desiring to play is invited to any of Edmonton's excellent greens where bowls will be provided. Greens are located at:

Edmonton Club, Saskatchewan Drive

Canadian Legion, Memorial Hall

Garneau Club, Garneau Community Centre

Highlands Club, 65th St.

Royal Club, Parliament Bldgs.

Alberta Avenue Club,
9228 - 118th Avenue

Patricia Club, 10904 - 94th St.

Westlawn Club, 124th St.

C.P.R. Club, South Side Station

Riding Academies: Four well known riding academies make fine saddle horses available to visitors who have a yen for the feel of the leather:

Briercrest Stables, 117th Ave. and 149th St. Phone 83290.

Greening Riding School, 101st Street and 51st Avenue.

Edmonton Riding Academy, Jasper Place (West Edmonton).

Art's Western Riding Academy, 9902 - 74th Avenue.

Swimming Pools: Three outdoor pools, municipally owned and operated, and two indoor pools make swimming a popular summer sport right in the city. Even the city dweller can develop a good suntan at the South Side Park Pool (Queen Elizabeth Park), the Borden Park Pool and the West End Pool at 119th Street and 103rd Avenue.

Edmonton's South Side Swimming Pool is Situated in Picturesque Queen Elizabeth Park.



Edmonton Exhibition

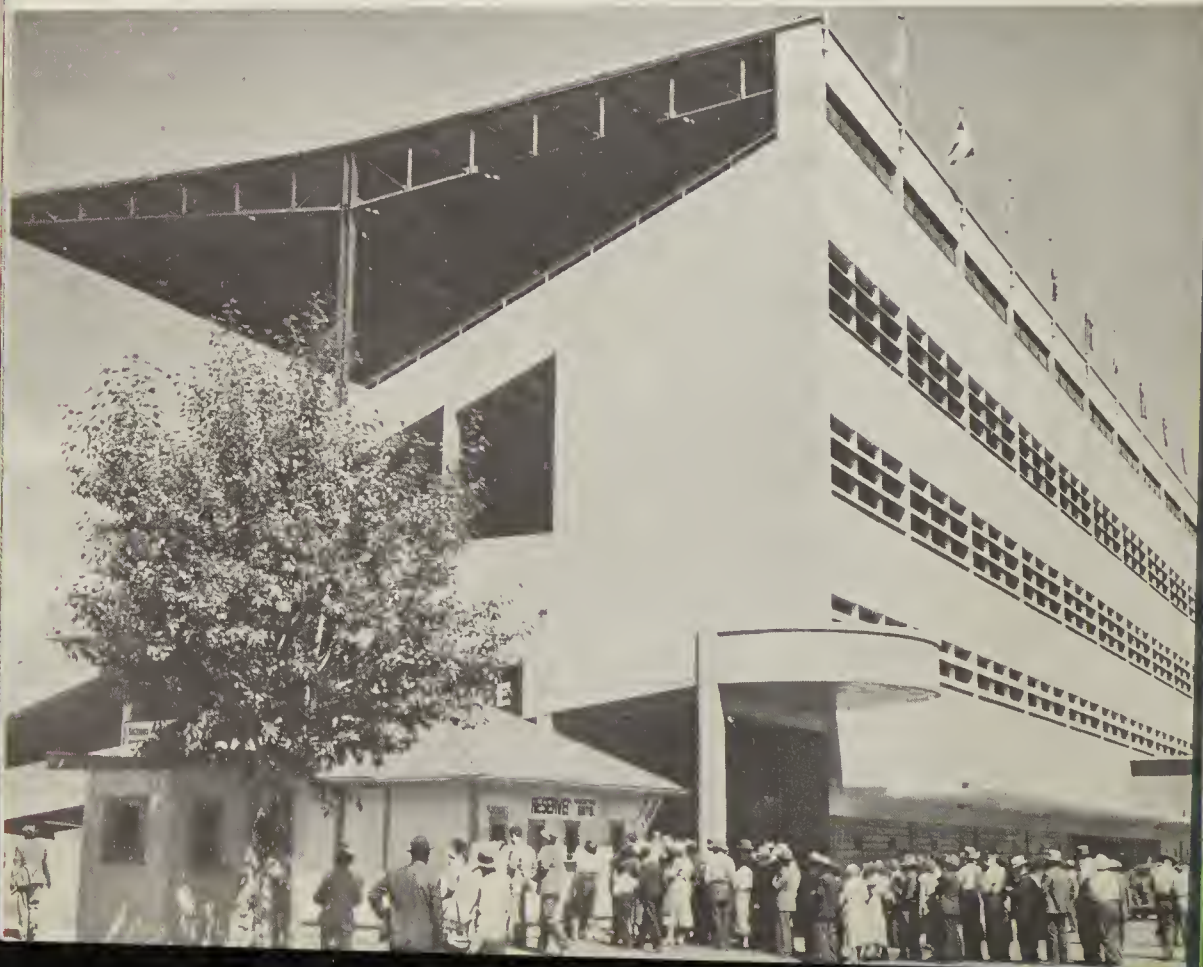


JULY 13 TO 18

If you plan to visit Edmonton this season, Fair Week, July 13 to 18 is the ideal time to come. You will get a glimpse of the whole of Central and Northern Alberta, for the gigantic Edmonton Annual Exhibition is a concentration of the finest agricultural and industrial achievements of the whole area. It is not only Western Canada's leading Livestock and Agricultural show, but also a display medium for Alberta manufacturers and industrial concerns, and for the Provincial and Dominion Governments. It is the show window for the horticulturist, for women's household science groups, for the schools of the area, for art groups and for photographic salons. There are hundreds of interesting and educational exhibits. And of course there is the mid-way—the carnival features—and six whole days of horse racing!

Edmonton invites you to join with the thousands who flock in holiday mood each summer to the Exhibition. See the sights, smell the smells, enter into the festivity and excitement of this gala mid-summer Fair.

This New Grandstand at the Exhibition Grounds Seats Over 8,000





EDMONTON EXHIBITION

JULY 13 TO 18, 1953

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EDMONTON EXHIBITION ASSOCIATION LIMITED



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Agriculture

Located at the hub of Alberta's rich black soil zone, Edmonton is the natural distribution centre for the agricultural products of central Alberta and the vast Peace River District. This area is the province's largest producer of coarse grains and Alberta wheat growers have won more championships than any other single wheat producing area. About one-half of the province's dairy farms, and consequently, of the dairy industries, are found in this black soil zone. Alberta beef and swine have a high place in world markets, and at least one-half of all the province's livestock production is marketed in Edmonton. Three of the largest packing plants in the west, which, during the war, attained record producing capacity, are located in the city.

All the products of this prosperous mixed farming territory—field crops, livestock, dairy and poultry produce, honey, wool and the product of the fur farm—converge on the City of Edmonton, from where they are shipped to the markets of the world.

Prize Alberta beef "on the hoof."







Oil

IT WAS IN February of 1947, less than 25 miles from the city of Edmonton, that a wildcat well probing the earth's crust struck oil. This dramatic discovery set in motion a flow of economic circumstances which, like the flow of oil it brought to the surface, spread in ever widening circles to affect the whole fabric of Canada's economic pattern.

Since Imperial Oil Limited's first Leduc strike tremendous developments have been made, many of them in the immediate Edmonton area. Greatly increased exploration activities brought to light even larger fields in the area. Industrial concerns began to move into the vicinity, and oil began to move through the smooth bore of the Interprovincial pipeline to markets in Ontario, 1,800 miles to the east. The oil boom was on, and Canada has now emerged from a 90% dependency on imported oil to very nearly complete oil self-sufficiency—the largest oil producer in the British Commonwealth. At the rate of 163,000 barrels a day, Alberta's oil production reached a new high of 58,000,000 barrels in 1952.

The discovery and development of Alberta's oil and gas reserves has provided the seven-league boots for enormous strides in industrial expansion in the Edmonton area. Looming on the prairie skyline at the eastern outskirts of the city are the cracking towers, stills and exhaust stacks of the three huge oil refineries of the Imperial Oil Company Limited, McColl-Frontenac Oil Company and the British American Oil Company. In the same area the tremendous storage tanks of the Interprovincial Pipe Line Company contain 900,000 barrels of oil which is pumped into the pipeline daily at a rate of 150,000 barrels, to begin its long journey by pipe and tanker to Sarnia, Ontario. This company recently announced plans for looping 137 miles of the Edmonton-Superior line with 24-inch pipe and extending this pipeline from Superior to Sarnia, a distance of 635 miles, to make it the longest oil pipeline in the world, with an ultimate capacity of 320,000 barrels. Still under construction is the new Transmountain Oil Company pipeline which is expected to deliver about 155,000 barrels of oil daily to Vancouver on the west coast.

In the Leduc field, where over 900 wells are flowing their rich fluid to the surface from two producing zones, a \$55,000,000 gas plant converts gas from the producing zone into propane, butane, gasoline and other products for use in motors, homes and in the chemical industries which are rapidly expanding to take advantage of this fact. Construction will commence this year on two other gas absorption plants which will process natural gas from producing fields in the Edmonton area.

The Redwater field, 45 miles northeast of Edmonton, is producing from close to 1,000 wells, with an estimated ultimate recovery of some 500,000,000 barrels. In addition to these major oilfields, a

number of smaller fields and prospective fields have been discovered. Included in these are finds at Acheson and Stony Plain lying west of the city, and also at Big Valley, Flint, Wizard Lake, Barons and Whitelaw, although these are not in the immediate Edmonton vicinity.

Helping to swell Canada's estimated potential production per day of 180,000 barrels are the Campbell and Excelsior fields, northwest and northeast of the city respectively; the Ellerslie and Whitemud pools just south of the city limits; Joseph Lake, with 75 wells lying in a close group some thirty miles southeast of Edmonton; and Golden Spike, lying west of the Woodbend north extension of the Leduc field.

Naturally these new discoveries have excited industry in general to prospect the Edmonton area as a centre of cheap and plentiful fuel supply, and already the city and district are reaping the benefits of new plant locations here. In addition to the three big refineries just east of the city, the Canadian Chemical Company (American Celanese Corporation) is pushing rapidly forward the completion of their tremendous \$55,000,000 plant for the extraction of cellulose from wood pulp. Using fuels from the new petroleum industry, this plant is expected to be in partial operation this spring or summer. By October of 1953, production will commence in the new \$13,000,000 Polythene plant of Canadian Industries Limited, in the "refinery row" area. Also in this vicinity, several chemical companies have started construction or announced plans for plants for the manufacture of products from by-products of the Canadian Chemical Company and the petro-chemical industry. Just north of Edmonton, at Fort Saskatchewan, the Sherritt-Gordon Company is building a 17½-million dollar nickel refinery and fertilizer plant to operate on fuels from the Edmonton area fields. Obviously Edmonton is fast becoming the petro-chemical centre of Canada.

But the wealth from oil is not confined to industry alone. Alberta's man-on-the-street finds that it is cheaper to drive a car now than it used to be, or than it would have been had oil not been discovered. Mineral right allocations have meant real wealth to landholders lucky enough to own them, and farmers not holding mineral rights are being adequately paid for surface rental at well locations. The Alberta government is receiving handsome sums of money from the sale of lease blocks in established fields, and from the rental of large tracts of land taken out as reservations by oil companies under exploration permits.

One of the largest sources of revenue to the government, and one that has a direct benefit to the citizens of the province, is the royalty payments made by all oil companies to the provincial government, which holds about 93 per cent of all mineral rights itself. These monies are being widely used for the construction of new highways, the improvement of existing roads, for the expansion and establishment of institutions of health and learning, and for many other capital expenditures important to the people of the province.



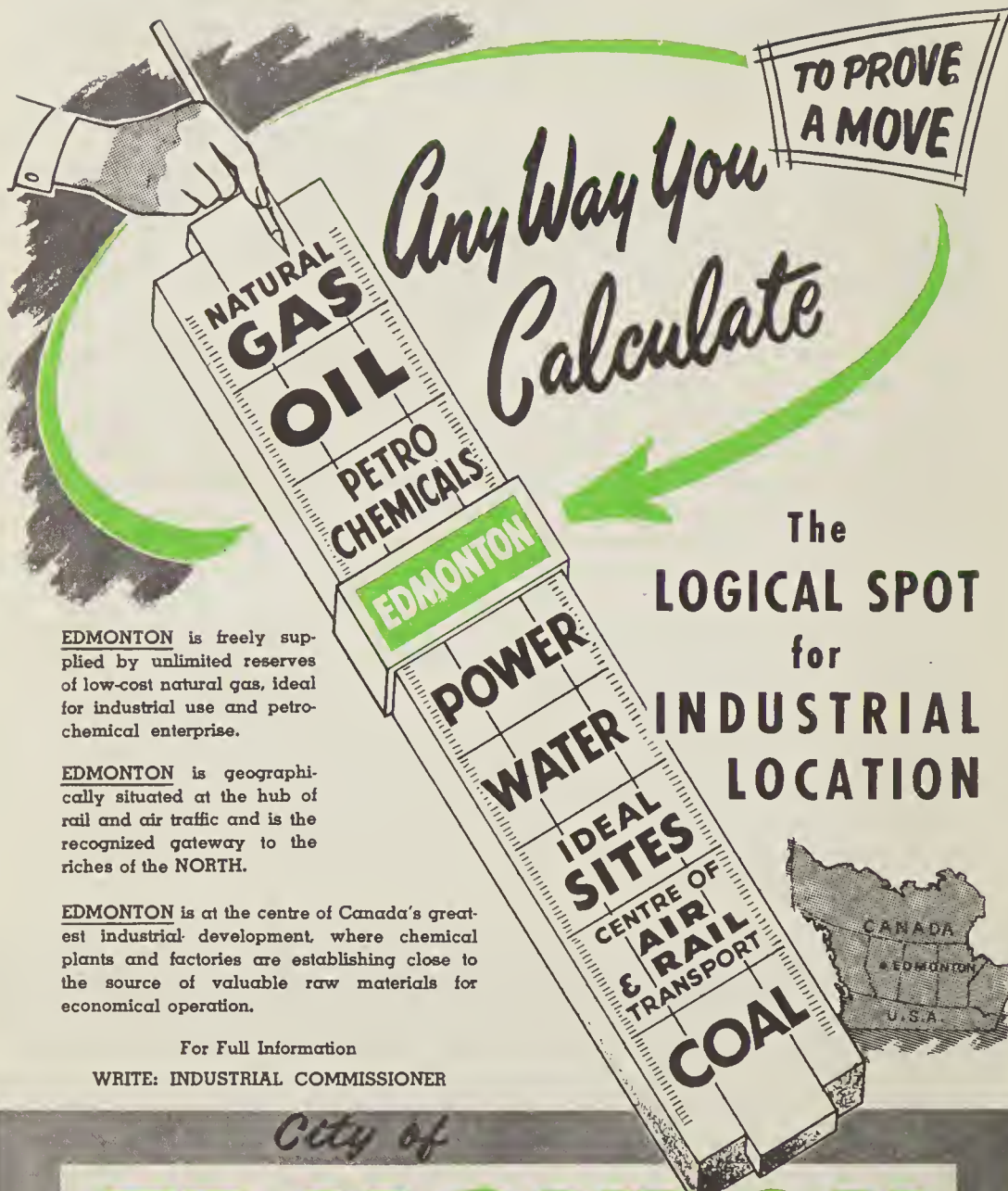
Natural Gas

Surrounded as it is by large natural gas fields, the City of Edmonton is, of course, served with gas for both domestic and commercial use. The wonderful convenience and economy of this fuel for heating and cooking is a boon to householders of the city, while for industry it provides efficient, cheap power without dirt or smoke.

Gas used in Edmonton is served to the city by Northwestern Utilities, Limited from the huge Viking-Kinsella field to the south-east, and the company also has a line from the new Leduc-Woodbend field. Proven reserves of the area are tremendous—and exploration indicates that natural gas reserves in Alberta are practically inexhaustible. Most towns in this part of the province are also served with gas, many from the same Viking-Kinsella fields.

The new absorption plant in the Leduc field, through the recovery of products for the chemical industry, has brought to the city important petro-chemical activities that will make Edmonton the petro-chemical centre of Canada. In addition, other gas products for use in motors and domestic heating and power, have greatly stimulated operations for companies in these fields. Natural gas is another resource of the region, the development of which is a decisive factor in the tremendous expansion of Edmonton and Edmonton industry.





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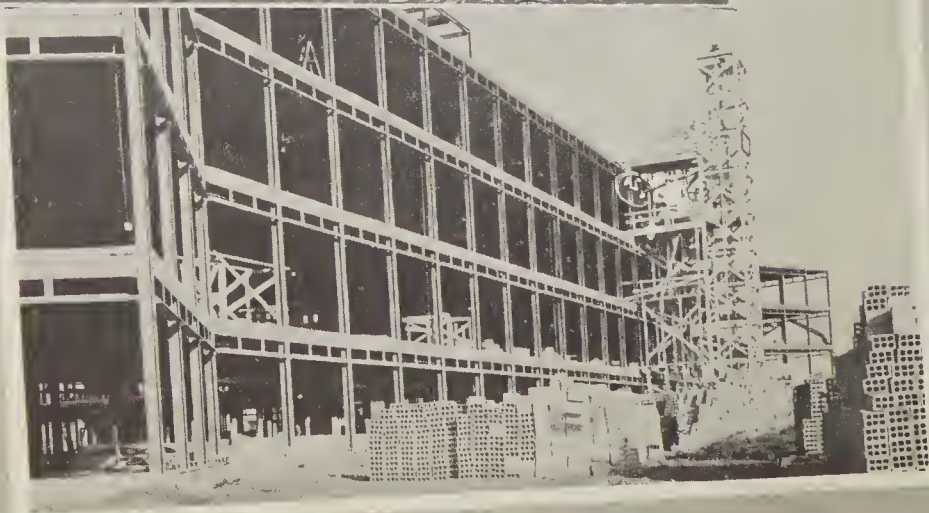
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Construction

VISITORS to Edmonton find visible evidence of the city's recent spectacular growth and development in the hundreds of new, modern business and industrial buildings, in the thousands of obviously newly built homes and housing developments, in the tremendous amount of construction work now in progress in every part of the city. For the past four years building totals have soared to about \$40,000,000 each year. Nearly 6,000 permits for construction estimated at a cost of over \$37,000,000, were issued by the city in 1952. Of this, about \$4,000,000 went into major industrial buildings, while the balance accounted for hundreds of smaller industrial, commercial, home and housing projects.

These construction totals indicate the extent of building within the city itself, and do not include the cost of such tremendous industrial projects as the \$55,000,000 plant of the Canadian Chemical Company, the \$13,000,000 C.I.L. Polythene plant now being completed on the eastern outskirts of the city; nor the smaller plants under construction in the same area. Industrial building has climbed to such terrific proportions that the city has found it necessary this year to open a fifth industrial area, 7 blocks wide and 14 blocks long, within the city limits.

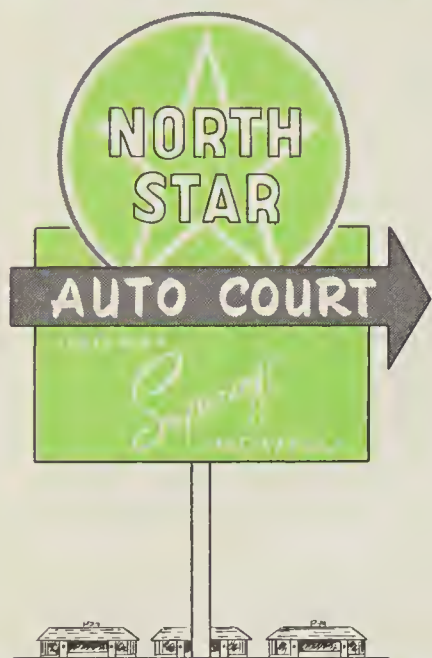
Throughout the city hundreds of other projects—retail store construction and expansion, warehouses, commercial buildings, office buildings, homes and apartment buildings, municipal, provincial and federal buildings—have recently been completed or are now under construction. In the first three months of 1953 the city had already authorized building to the value of \$6,329,357; over three times the construction total to the end of March last year.

Major impetus behind all this activity has been, of course, the development of the oil and gas industry in the area and the subsequent establishment of all kinds of industries, manufacturing concerns and other businesses arising out of it. Hundreds of new enterprises, the terrific expansion in every line of business have, in turn, brought an influx of thousands of people, at the rate of 1,000 a month for three years, into Edmonton, causing the city to reach probing residential fingers far out in every direction. Even after four years of expansion Edmonton's huge construction program shows no signs of slackening.

Visitors will find a tour of these widespread building projects both interesting and stimulating, for this is the city where things are happening, where great plans are shaping up—where the promise of the future today reaches far beyond the wildest dreams of only a decade ago!

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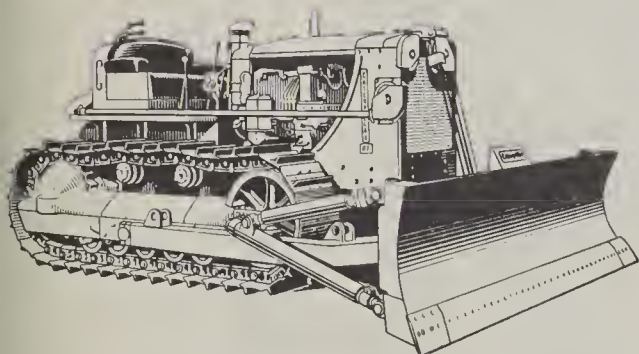
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